

OneRightEye: Revolutionising Ophthalmology Patient Education

Market: Describing eye conditions and surgical interventions to patients is currently very conceptual making it difficult for the patient to understand. This often leads to confusion for the patient and frustration for the clinician. There are 217K eye professionals across the 7 English-speaking markets.

Current solutions include anatomical eye models, posters and hand-written drawings.

Problem:

- 40-80% consultation information forgotten, 50% recalled incorrectly
- Low treatment adherence and lost follow-up

Our Solution:

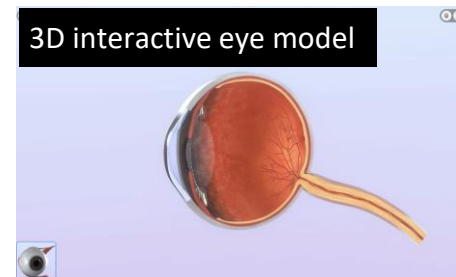
Interactive 3D eye models that **transform patient education in eye healthcare** through **immersive visualisation of disease progression and treatment options**.



Clinical validation and Business Plan

Well-tested > 500 healthcare users (public and private)

- 89% rated consultation "very good" vs 69% control
- +250 active clinicians (users) with sustained use
- Two revenue models : i) a Freemium model with pharma/device advertising, and (ii) co-partnership modules with industry



Next Steps:

- Increase patient useability & clinician retention rate
- Validation of co-partnership model underway with partner

For partnership opportunities, contact: stan@cera.org.au,
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