

## Media Fact Sheet

### Milestones

**Founded**  
2013

**Team Expansion**  
2017

**Launched Product**  
2017

**Secured Funding**  
2019 - \$6M  
2021 - \$10M  
\$26M Total

### Key Metrics

**\$26 MM** total secured  
funding

**6,500** users/subscribers

**2,500,000** patients  
screened

**175,000** risk factors  
identified

### Business Model

**Revenue Model**  
Subscription based

**Initial Capital Expense**  
\$0 upfront capital expense  
and flexible subscription  
pricing

**Customer Retention**  
99% month-to-month



### Vision Screening Need

- Vision disorders are the #1 disabling condition among U.S. children and are rapidly increasing<sup>1</sup>
- Up to 1 in 17 preschool-aged children, 1 in 5 Head Start children, and an estimated 1 in 4 school-aged children has an undetected and untreated vision disorder that can interfere with their ability to develop properly and perform optimally in school.<sup>2,3</sup>
- From a national economic perspective, lifetime disability payments alone are over \$19,000 for each person with undetected amblyopia (the leading cause of childhood blindness), whereas catching a child with amblyopia only costs \$150. Effective screening cuts the national economic toll of amblyopia in half.<sup>4</sup>
- Given the supply (~900) of U.S. pediatric ophthalmologists is inadequate, they need their primary care counterparts equipped with affordable screening technology.

### Mission & Vision

Empower and connect every patient, primary care provider (PCP), and eye care provider to prevent vision impairment and blindness.

We believe in a world where everyone can see and fulfill their potential and avoidable health problems are prevented.

### The Company

GoCheck is a digital health company that develops mobile application software and devices. The company offers applications for the detection and prevention of health disorders and chronic diseases. GoCheck serves pediatricians, children's health systems, and schools in the United States, Europe, and the Middle East.

GoCheck's flagship innovation, GoCheck Kids, is the world's first and only comprehensive vision screening app, combining objective (mobile photoscreening) and subjective (digital visual acuity tests) into a single smartphone app. GoCheck Kids uniquely facilitates childhood vision screening in accordance with American Academy of Pediatrics (AAP) and American Academy of Pediatric Ophthalmology and Strabismus (AAPOS) guidelines.

### GoCheck Kids

Only GoCheck Kids combines photoscreening with visual acuity testing, all in one digital platform.

- The only vision screening solution that meets the medical societies (AAP, AAPOS, AAO) guidelines for all pediatric patients i.e. ages 1-18.
- Children too young for a vision test, the photoscreener determines refractive errors and identifies risk factors for amblyopia including myopia and hyperopia.
- For older children, the fastest and clinically accurate vision test, outperforms standard paper wall charts.

Modern approach to vision screening that empowers healthcare providers with easy-to-use technology in a smartphone application (iPhone).

- Enables non-specialists (non-ophthalmologists) such as pediatricians, family medicine doctors, their medical assistants, and school nurses to detect risks for eye diseases in seconds.
- Lightweight, wireless smartphone design.
- Performs tests anywhere, anytime.

Only GoCheck Kids has Electronic Health Records (EHR) connectivity and a modern OS in the cloud.

- EHR integration enables seamless referral reporting and feedback between home, schools, pediatricians, and ophthalmologists.
- After the child's report is uploaded, it is stored if there are no risk factors, or also shared with the pediatric ophthalmologist at the hospital system if there is a risk factor.

Leverages Apple Core ML (machine learning) and iOS cloud-computing to make vision screening accessible and affordable.



## Founding

Dr. David Huang had an epiphany: smartphone flash photography could be used to detect fatal retinal cancers and other prevalent eye diseases while they could still be treated.

David Huang, MD (Harvard), PhD (MIT), is also the co-inventor of Optical Coherence Tomography (OCT), the most popular diagnostic in ophthalmology used on >40 million North American patients annually.

As co-creator of the gold standard used in eye care offices, David realized expanding the points of care (beyond eye care offices) to identify the patients at risk was the next problem to solve.

## David Huang MD, PhD, Founder & Chief Innovation Officer

Dr. David Huang, is the cofounder and creator of the technology powering GoCheck Kids and the app, which has already screened more than 5 million children for amblyopia risk factors.

Dr. Huang is renowned the technology he has created, has 37 issued US patents in the areas of OCT, OCT angiography, mobile health testing, tissue engineering, and laser surgery. He has been the principal investigator of 5 NIH research grants in the past two decades. He has published more than 300 peer-reviewed articles with over 50,000 citations. Dr. Huang has received the Champalimaud Vision Award, the Friedenwald Award from the Association for Research in Vision & Ophthalmology, the Russ Prize from the National Academy of Engineering, and the Visionary Award from the Greenberg Prize to End Blindness.

Dr. David Huang earned BS and MS degrees in electrical engineering from MIT, and MD-PhD degrees from the joint Harvard-MIT Health Sciences and Technology Program. He received ophthalmology residency training at the Doheny Eye Institute/University of Southern California and fellowship training in cornea and refractive surgery at Emory University.

Dr. Huang is currently the Associate Director and Director of Research of Casey Eye Institute, and the Peterson Professor of Ophthalmology and Professor of Biomedical Engineering at the Oregon Health & Science University.

## Awards & Accolades

Voted #1 Global Pediatric Healthy Startup By Leading Children's Hospitals



Voted #1 Health Tech Innovation



## Featured In



## References

- <https://www.cdc.gov/visionhealth/risk/age.htm>
- <https://nationalcenter.preventblindness.org/vision-screening-guidelines-by-age/>
- Joish, V., Malone, D., & Miller, J. (2004). A cost-benefit analysis of vision screening methods for preschoolers and school-age children. *American Journal of Ophthalmology*, 137, 973. doi:10.1016/j.ajo.2004.02.090
- Gibson, W.E. Economic Analysis of the Consequences of Failure to Prevent Childhood Blindness from Amblyopia.