

## For Immediate Release:

### Worldwide Business with kathy ireland® Discusses Notal Vision's Work To Protect our Vision

Los Angeles, CA – January 28, 2018 — Worldwide Business with kathy ireland® is pleased to announce an exclusive interview with [Notal Vision's](#) CEO, Quinton Oswald, and Dr. Susan Orr, Chief Medical Officer and Vice President of Medical Affairs. The company executives discussed how their commitment to [helping patients become empowered](#) and engaged in their own healthcare drives the success of their business.

As a strong advocate for advancing [vision care](#) by extending disease management from the clinic to the home, Notal Vision developed the first home-based diagnostic for intermediate AMD patients: the [ForeseeHome AMD Monitoring Program](#). ForeseeHome is the result of years' worth of research, development, and clinical studies to produce the only device proven in a randomized controlled clinical trial to detect the onset of wet AMD earlier, with patients retaining better vision, compared to standard care.

"This is a passion, not a job," says Oswald. "The fact that we can help patients see better longer is really something that I find enormously satisfying in my contribution to society as a whole."

ForeseeHome is the first FDA-cleared home monitoring device for patients with intermediate dry age-related macular degeneration that are at risk for developing wet AMD. Age-related macular degeneration is the leading cause of serious vision loss and blindness in adults over 50 years of age. The early, dry stages of the disease damage the eye's retina and can progress to wet AMD, where blood vessels form and leak fluid, and sometimes bleed, under and into the retina. Early detection and intervention can reduce vision loss and lead to earlier treatment of wet AMD, resulting in better outcomes.

The ForeseeHome device allows patients to test their eyes in the comfort of their own home without needing to be tech savvy. The device alerts their doctor to the shift from dry to wet AMD as soon as it happens, allowing treatment to be initiated sooner than if they waited for a routine eye exam, or a visit because of symptoms. Earlier treatment may help a patient retain their driving vision (20/40 or better vision) and maintain their quality of life.

"Notal Vision is a true pioneer in the eye care arena by helping patients and clinicians address a disease that, if not treated, can lead to severe vision loss," says Jeff Heier, M.D., Co-President & Medical Director of Ophthalmic Consultants of Boston. "They are also a great example of how to utilize technology to advance patient care at the same time as creating an outstanding business model."

For more information on Notal Vision and the ForeseeHome AMD Monitoring Program, visit: [notalvision.com](#) and [foreseehome.com](#), and watch the [full segment here](#).

### About Worldwide Business with kathy ireland®

[Worldwide Business with kathy ireland®](#) is a weekly half-hour show featuring global executives sharing their business insights and framing the opportunities shaping their industries. Hosted by business mogul and one of the world's greatest corporate leaders, Kathy Ireland interviews some of the brightest minds

in business today. The show broadcasts on [Fox Business Network](#) as part of their sponsored content line up and globally on [Bloomberg International](#). Worldwide Business with kathy ireland® extends beyond the weekly on-air program with digital content delivered on various video platforms and across social media.

Visit [www.tvwwb.com](http://www.tvwwb.com) for detailed airing schedules or check local listings.

#### **About Notal Vision, Ltd.**

Notal Vision was founded by two ophthalmologists and is committed to providing the eye care community with innovative, home-based, diagnostic technologies that support visual health in patients with retinal diseases. ForeseeHome is the first FDA-cleared remote diagnostic testing device that detects and characterizes visual distortion in AMD patients as an aid to monitoring choroidal neovascularization progression. To learn more, visit [www.notalvision.com](http://www.notalvision.com).

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