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Notal Vision Announces Simplified Customer Onboarding Process for ForeseeHome At-Home AMD Monitoring Program

Faster and more streamlined, new ForeseeHome onboarding procedure emphasizes disease education and receives positive feedback for patients.

Manassas, Va. – June 21, 2018 – [Notal Vision, Inc.](#), a privately-held ophthalmic company with a patient-activated, cloud-based platform for at-home monitoring of intermediate age-related macular degeneration, announced today that it has launched a new, streamlined patient onboarding process. The process is designed to provide patients with a personalized, white glove onboarding experience as they begin testing with [ForeseeHome®](#)

Immediately after receiving a prescription patients connect with a qualified healthcare professional to start the onboarding process. Beginning with the first contact, a single, dedicated ForeseeHome Clinical Partner guides the patient through the entire onboarding process. During the initial call, each patient will be given crucial education about Age Related Macular Degeneration (AMD) and the ForeseeHome device, as well as personalized information and assistance specific to his or her needs.

“Each patient’s dedicated ForeseeHome Clinical Partner will ensure that he or she fully understands why monitoring their disease is important and how our service works,” said Quinton Oswald, Notal Vision’s Chief Executive Officer. “We have found that this individualized approach can help patients better understand the urgency of their disease and why their eye care provider prescribed the device to them. We want physicians to feel confident that we are doing our part in taking care of their patients.”

An additional improvement, ForeseeHome devices will now be shipped immediately following the initial onboarding call so that patients can begin monitoring their vision right away. We’ve learned that patients have varied levels of comfort with technology, therefore the dedicated ForeseeHome Clinical Partner will preschedule a call to walk the patient through the entire process, step-by-step from start to finish. The setup call provides another opportunity for the



Clinical Partner to re-educate patients about AMD, the testing process, and why monitoring their vision is critical.

Another key part of the new program is a communication feedback loop. The loop will continue to engage patients as they test, providing positive feedback as well as ongoing education about their disease and the ForeseeHome device. The goal of these updated features is to keep patients engaged so that they continue to be active participants in their eye health

“By providing test confirmation, ongoing education, and encouragement along the way, we are reinforcing that AMD monitoring is important,” said Mr. Oswald. “We are confident that this enhanced patient communication and support will improve patients’ experiences with the technology as a whole.”

About Notal Vision’s Cloud-Based Platform

Notal Vision has pioneered a patient-activated, cloud-based platform that connects healthcare providers and their patients with personalized, remote monitoring of age-related macular degeneration.

ForeseeHome® is the first FDA-cleared home monitoring device for patients with intermediate dry age-related macular degeneration (AMD) at risk for developing wet AMD. It utilizes a patented technology, Preferential Hyperacuity Perimetry (PHP), to detect changes in vision between eye examinations typically before the patient notices any symptoms. The clinical utility of ForeseeHome was established in the Home Monitoring of the HOME Study, part of the National Eye Institute-sponsored AREDS2 study. In this study, 94% of patients who used ForeseeHome at least twice weekly and progressed to wet AMD, maintained 20/40 or better vision at diagnosis compared to only 62% of patients whose wet AMD was diagnosed at a routine eye exam or a visit, triggered by symptoms. Based upon this robust level-1 evidence and compelling clinical outcomes demonstrating the ability to maintain better visual acuity than the standard of care at choroidal neovascularization (CNV) diagnosis, the ForeseeHome AMD Monitoring Program gained Medicare coverage in 2016.

In addition to ForeseeHome, Notal Vision is developing a second product that will leverage its at-home monitoring platform; home-based optical coherence tomography (OCT) testing. Notal Vision’s home-based OCT will enable patients to perform technician-free, self-operated OCT testing at home. The home-based OCT will utilize the Notal OCT Analyzer (NOA), a proprietary artificial intelligence machine learning algorithm developed in-house for automated analyses of the OCT B-scans that will provide decision support to the eye care provider. NOA identifies the presence or absence of fluid and presents the B-scans in rank order of fluid. Reports will be generated and sent to the physician based on the fluid analysis. NOA can analyze images from OCT devices and will be incorporated with Notal Vision’s home-based OCT testing. Published study data indicate that the accuracy of NOA was comparable to that of a retina specialist when both were compared to a panel of experts. The Notal Vision home-based OCT has the potential to truly individualize retinal disease management. Notal Vision will be seeking US regulatory clearance for both NOA and the home-based OCT device.



About the AREDS2 HOME study

The AREDS2 (Age Related Eye Disease Study 2) HOME (HOMe Monitoring of the Eye) study, a phase 3, randomized, controlled trial of 1,520 dry AMD patients, compared VA at the time of CNV diagnosis between at-risk patients randomized to use the ForeseeHome device plus standard care (self-monitoring and routine clinic visits) and patients utilizing standard care alone. Of the patients who tested with ForeseeHome at least twice a week, 94% maintained 20/40 or better visual acuity, compared with 62% of eyes in the standard care arm (P=0.014). In addition, those same patients lost significantly fewer letters when compared with the standard care arm (-3 letters and -9 letters, respectively, P=0.003) when the alert was triggered between prescheduled office visits. Wet AMD was 16 times more likely to be detected from a visit triggered by ForeseeHome versus a pre-scheduled visit, and the lesions were ~300% larger at diagnosis when detected during a routine office visit versus a ForeseeHome-triggered visit. The HOME study was halted at the interim analysis because patients using ForeseeHome demonstrated significantly better vision at detection compared to standard care alone.

About Notal Vision, Inc.

Notal Vision was founded by two ophthalmologists and is committed to providing the eyecare 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.

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