Visibly

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Vision & Mission

Vision: To create a world where eye care is available to anyone, anywhere, anytime

Mission: To develop digital technologies that increase access and choice while partnering with doctors and retailers to create awesome patient experiences

Story: Visibly started in 2012 with the premise that consumers need increased access. By allowing people to take a vision test digitally as a compliment to their comprehensive eye exams, it increases the frequency of assessing their vision health.

Visibly's Platform

Visibly's platform is, **designed by doctors, and powered by scientific algorithms**, to collect and analyze patient information to share with a doctor to drive better health outcomes.

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What we ARE and are NOT

We ARE

✓ A Digital Refractive Test

✓ Physician Driven Platform

✓ A Referral Source
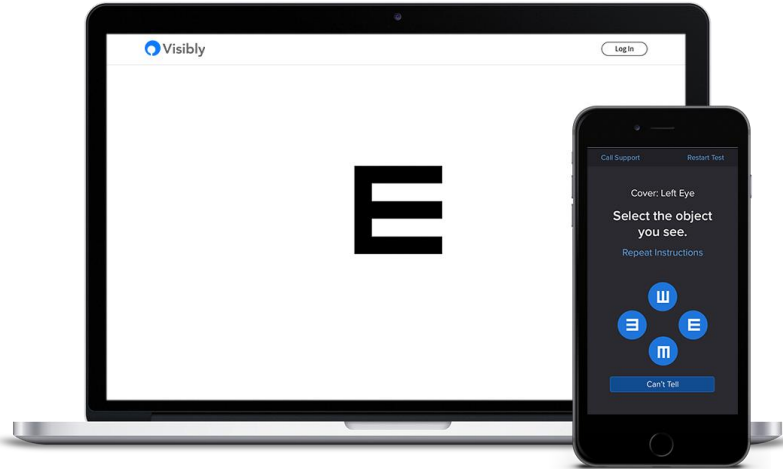
We ARE NOT

✗ A Comprehensive Eye Exam

✗ A Replacement for a Doctor

✗ A Platform that Dispenses Rx's to Anyone

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Acuity Screener

Objective: Determine how well a patient can see with or without their corrective eyewear.

Length: 5 Minute Experience

Distance: Patient takes this test at a comfortable reading distance and at a 10 foot distance from the main screen.

Visibly's Acuity Screener is available to anyone looking to get a baseline vision assessment.

Visibly Refraction

Objective: Determine how well a patient can see, while identifying the refractive error to provide a safe and accurate recommendation.

Length: 7-10 Minute Dynamic Experience

Distance: Patient takes this test at a comfortable reading distance and at a 10 foot distance from the main screen.

Visibly's Refraction Test is available to otherwise healthy patients within certain age and vision ranges.

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Patient Experience

Our dynamic test experience is 7-10 minutes. Previous patient history, our test results, and medical profile are all sent to a doctor for review. The doctor then recommends a next step for the patient.

1 —— **2** —— **3** —— **4** —— **5**

Step 1

Create Account

Patient is prompted to Launch the Digital Vision Test

Step 2

Take Test

Voice guided, dynamic vision test is taken anywhere

Step 3

Doctor Review

Clinical review of vision history and test data

Step 4

Recommendation

Doctor delivers their recommendation for next steps.

Step 5

Takes Action

Patient takes action on the Doctor's recommendation.

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Visibly's Value

- **Physician Controlled Care**
  The Doctor determines which patients qualify for digital vision services

- **Results Delivered to the Doctor**
  All test and medical results are delivered directly to the Doctor to allow for proper next step recommendations

- **Diagnose Remotely**
  Patients can take the test on their own time or in office. The Doctor can then review the results remotely or in-person

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Visibly's Value

- **Patient Recalls**
  Visibly's digital technologies can be used to drive patients back into the practice

- **New Patient Outlets**
  Use Visibly's platform to attract new patients into the practice from neighboring or remote areas

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What the Future Holds

TeleMedicine

- In 2019 $108.8B will be spent on Home Health Care and TeleMedicine Services. That number is expected to balloon to $186.8B by 2027.

- 61% of US Hospitals use remote patient monitoring capabilities.

Consumer Behavior

- Online Accessibility and Onsite Customization ranked #1 and #2 in a recent consumer behavior survey asking what the most important factors were in deciding where to shop.

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What the Future Holds

Optical
- In a survey of 105 ODs when asked what portion of a traditional eye exam they liked the least 86% said the Refraction.

- In a survey of 216 Patients when asked what portion of a traditional eye exam they liked the least 71% said the Refraction.

- 68% of ODs said "Taking Stress Off The Schedule" was a priority in 2019. 46% of them said they'd do so by automating or digitizing portions of their in-office experience.

Q&A