



**CheckedUp Introduces a Better Way to Wait at the
American Society of Cataract and Refractive Surgery Meeting**

- New CheckedUp Explorer transforms the ophthalmology waiting room into an immersive learning experience proven to increase practice revenue and drive higher patient satisfaction –

New York – May 4, 2017 – CheckedUp, a specialty point of care company, today announced the launch of CheckedUp Explorer, the new ophthalmology waiting room platform, in conjunction with the American Society of Cataract and Refractive Surgery (ASCRS) in Los Angeles, California, May 4-8. CheckedUp Explorer expands the company’s fully-integrated, multi-channel Patient Engagement Platform, which features five core components that reach the patient throughout their care experience and help manage office productivity. Demonstrations of the full Platform will be available at the CheckedUp exhibit booth (#615).

“The competing demands of seeing more patients while providing better care and an enhanced patient experience pose an increasingly difficult challenge for ophthalmic practices,” said Richard Awdeh, M.D., CEO and Founder of CheckedUp. “We have demonstrated that we can balance both sides of this equation by providing a comprehensive, wrap-around engagement platform that guides, informs and supports the patient decision making process at every stage. CheckedUp Explorer, our newest offering, was designed to engage the patient while they sit in the waiting room with comprehensive, high-quality content from credible sources like CBS and HealthDay and ophthalmology-specific content from partners in medical publishing. We are already seeing great results with this new product and are excited to debut it at ASCRS.”

“The CheckedUp platform helps my patients understand the ‘why’ behind the decisions they need to make, so they become more empowered. This leads to more of my patients selecting premium procedures,” said Cynthia Matossian, M.D., Matossian Eye Associates. “I am excited to add CheckedUp Explorer to my practice and recognize the benefits of educating patients in advance of the consult.”

CheckedUp Explorer

CheckedUp Explorer is an enhanced waiting room TV platform providing an immersive learning experience for the patient. With CheckedUp Explorer, patients can learn about different eye diseases, procedures and treatments while they wait – improving their knowledge and confidence. Practices can also promote new procedures, offered through videos, custom commercial spots and call outs – leading to higher premium procedure adoption. CheckedUp Explorer includes a 43” flat panel TV, engaging full-motion HD video programming, which is updated on a monthly basis, and lifetime system maintenance.

The CheckedUp Platform

Reaching the patient from home to the doctor's office and back, while enhancing office staff's ability to improve productivity and drive revenue growth, the comprehensive CheckedUp Patient Engagement Platform includes four additional components that, together with CheckedUp Explorer, provide several hours of targeted, practice-curated content at the point of interest or at the point of care.

- **CheckedUp Engage:** Interactive kiosks with in-depth education modules on all key eye-health categories, including condition information, treatment options and health assessments, that seamlessly extend the patient education from the waiting room to the exam room.
- **CheckedUp Consult:** The 26-inch wallboard delivers clear and accurate interactive content in the exam room to help physicians and patients make health decisions together. Offers in-depth views of conditions and treatments that physicians can annotate in real-time and instantly email directly to patients. Patients gain clarity through an extensive library of disease and treatment information and 3-D anatomical renderings.
- **CheckedUp Reach:** Enhances the patient experience by providing instant access to disease education, treatment options and tailored content from the comfort of home on the patient's mobile device or computer.
- **CheckedUp Manage:** The analytics dashboard tracks and highlights patient preferences for easy access by staff and physicians. Delivering real-time patient progress updates leading to proactive consultations and practice optimization and analyzing practice conversion rates and overall performance continually leading to higher practice productivity.

About CheckedUp

CheckedUp is a premier specialty point of care platform that actively engages patients before, during and after visiting the practice, leading to higher premium procedure selections, better educated and more confident patients and time savings for the practice. More information is available at www.checkedup.com

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