



CheckedUp Appoints Advertising Icon and Digital Marketing Maverick Jordan Zimmerman and Retinal Surgeon, Inventor and Entrepreneur Eugene de Juan, Jr., M.D. to Board of Directors

New York – June 15, 2017 – CheckedUp, a specialty point of care company, announced today that advertising icon and digital marketing maverick Jordan Zimmerman and physician, inventor and serial entrepreneur Eugene de Juan, Jr., M.D., have joined the company's Board of Directors.

"We are thrilled to welcome Jordan and Gene to our Board of Directors and look forward to working closely with them as we chart new ground in point of care," said Richard Awdeh, M.D., CEO and Founder of CheckedUp. "Jordan's innovations in data-driven brand building and customer conversion, combined with Gene's experiences as an inventor and entrepreneur, will help us recognize and seize the opportunities ahead to modernize and digitize the clinic, provide actionable health information to the right patient at the right time, and deliver outcomes level data to our practices and partners."

Jordan Zimmerman is Founder, Chairman and architect of Zimmerman Advertising. Established in 1984, the company is now the 14th largest advertising agency in the world with published billings in excess of \$3 billion. Zimmerman trademarked his own maverick approach to marketing, "Brandtailing®," which combines long-term brand building and short-term sales boosting. This methodology is recognized throughout the advertising industry and is the hallmark of Zimmerman's success with a virtual "who's who" of marquis consumer brands, including: Nissan, AutoNation, Papa John's, CBS, Dunkin' Donuts, Extended Stay America, The Florida Panthers, The Fresh Market, Jamba Juice, Office Depot, Party City, Saks Fifth Avenue, Toys"R"Us and many more. A committed philanthropist, Jordan serves on the Vice Chair of the University of South Florida Board of Trustees, appointed by Governor Rick Scott. He is also a Golden Circle Member of the National MS Society and a generous donor to the Cleveland Clinic Florida, Make-A-Wish Foundation, Jack & Jill Children's Center, Take Stock in Children, Junior Achievement of South Florida, American Heart Association, American Cancer Society, and Boca Raton Regional Hospital.

"CheckedUp operates at the intersections of clinical medicine, patient engagement and practice management," said Zimmerman. "This challenging environment and the CheckedUp offering are rich with possibilities to utilize data in ways that improve the patient experience, increase practice success, and enhance industry involvement. I am very excited to work with the CheckedUp team to deliver the full promise of this platform."

Eugene de Juan, Jr., M.D., is a renowned retinal surgeon, inventor and entrepreneur. Dr. de Juan currently divides his time between ForSight Labs, where he serves as Vice-Chairman and helps to invent and identify promising ophthalmic devices, and the University of California, San Francisco (UCSF), where he holds the Jean Kelly Stock Distinguished Chair in Ophthalmology. In addition to guiding the translation of innovative ideas generated in the academic center, he continues to see patients, operate

and teach at UCSF. Dr. de Juan has participated in the development of more than 100 products in ophthalmology and the founding of nine venture-funded companies including Second Sight, InnoRx, NeoVista, and Retina Labs, as well as ForSight Labs' first five "VISION" companies: Transcend Medical, Inc., founded in 2005; VISION2 (acquired by QLT, Inc. in 2007); Nexis Vision, Inc. (formerly ForSight VISION3, Inc.), founded in 2007; ForSight VISION4, Inc., founded in 2009; and ForSight VISION5, Inc., founded in 2010. Earlier, Dr. de Juan was a professor of ophthalmology at the University of Southern California (USC) and CEO of the Doheny Eye Institute, focusing on innovative techniques for treating sight-threatening retinal disorders through retinal transplantation, macular translocation, robotic surgery, retinal implants, and other innovative procedures, medicines and instruments, and served at the Wilmer Eye Institute at Johns Hopkins University School of Medicine as Co-Director of Vitreoretinal Service, Director of the Microsurgery Advanced Design Laboratory (MADLAB) and Joseph E. Green Professor of Ophthalmology. From 1983 to 1992, he was a member of the medical staff of the Duke University Eye Center, holding joint teaching appointments with the departments of ophthalmology and cell biology. Dr. de Juan completed his medical degree and internship training at the University of South Alabama College of Medicine. He was a resident at the Wilmer Ophthalmological Institute in Baltimore, MD, and a fellow in vitreoretinal surgery at Duke University. He holds patents on over sixty medical devices and is an author of more than 250 academic publications.

"Putting advanced tools for patient education and engagement into the hands of medical practices without creating additional staff burdens is one of the keys to better patient care," said Dr. de Juan. "CheckedUp has brought all the pieces of this puzzle together and used a range of available technologies in innovative ways to optimize the involvement of patients in their own care. I look forward to helping CheckedUp take the physician-patient relationship to a new level."

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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