



CheckedUp and TearScience Team Up to Impact Dry Eye Patient Education
– Partnership brings CheckedUp Platform to hundreds of clinics nationwide –

New York – May 6, 2017 – CheckedUp, a specialty point of care company, today announced a nationwide partnership with TearScience®, the maker of Lipiflow, to introduce the CheckedUp Engagement Platform to TearScience customers. The CheckedUp platform engages patients at each stage in the decision-making process and is proven to increase patients understanding of their disease and confidence in their treatment options. Demonstrations of the Platform will be available at the CheckedUp exhibit booth (#615) during the American Society of Cataract and Refractive Surgery (ASCRS) in Los Angeles, California, May 4-8, 2017.

“By providing the entry point to a digital, multi-channel educational environment, this partnership provides real value to ophthalmic practices that want to help their patients make more informed choices about treating their dry eye disease, particularly premium treatment options,” said Richard Awdeh, M.D., CEO and Founder of CheckedUp. “The TearScience team saw that the CheckedUp Platform offered a way to address the information needs of the patient within the highly time-constrained practice setting around a disease and treatment options in a therapeutic are that has become more complex.”

“Patients participate in their own care more effectively when they’ve had a chance to learn about their options, but time and staff limitations make it challenging to provide education in a busy practice,” said Tom Chirillo, senior vice president, Sales and Marketing, TearScience. “CheckedUp Explorer will allow each practice to shape the information presented about management of meibomian gland disease and chronic dry eye to encourage patient self-selection and discussion in ways that fit the physician’s preferences. It is both customized and turn-key – the patient wins and the practice wins.”

Under the agreement, TearScience representatives will provide the CheckedUp Explorer waiting room package to their customers as the first component of the full CheckedUp Platform. The Explorer package includes a 43” flat panel TV, engaging full-motion HD video programming that is updated monthly, a customizable side bar that rotates from practice information and marketing to patient questions, and lifetime system maintenance.

“Our practice sees hundreds of dry eye patients every year and I understand first-hand the challenges of explaining and reviewing all of the treatment options,” said Dr. Elizabeth Yeu, Virginia Eye Consultants. “As a Tear Science customer, I am thrilled that I can now offer CheckedUp dry eye education to my patients, which will save my staff time and create a better overall patient experience.”

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 extends 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 TearScience®

TearScience, a medical device company, has pioneered technologies and leads innovation to vastly improve evaluation of meibomian glands and treatment of meibomian gland dysfunction (MGD). A progressive, obstructive disease and root cause of Dry Eye, MGD is distinguished by loss of function and structure of tear oil (meibomian) glands. MGD affects approximately 86% of the millions of Dry Eye sufferers worldwide and is highly prevalent in the general ophthalmic population. LipiView II and new LipiScan with Dynamic Meibomian Imaging™ (DMI) distinctively image meibomian gland structure. The Korb Meibomian Gland Evaluator™ assists physicians to reproducibly assess gland function. LipiFlow uses Vectored Thermal Pulse™ (VTP) technology to precisely direct treatment from the inner-lid and has received clearance by the US Food and Drug Administration for use in patients with MGD. Sponsored and unsponsored multicenter, randomized, controlled clinical studies of LipiFlow demonstrate its safety and sustained effectiveness. For additional information on how TearScience improves meibomian gland function, and symptoms for patients with MGD worldwide, visit www.TearScience.com.

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

###

Contact:

CheckedUp
Jennifer Mons
jenna@getcheckedup.com
904-343-3449 cell

TearScience?

Media
Tad Heitmann
BioComm Network, Inc.
theitmann@biocommnetwork.com
714-273-2937 cell