



Sept. 8, 2017 13:04 UTC

## VSP Global® Partners with Eye-Tracking Technology Leader RightEye® to Expand New Vision Testing Solutions for Optometry

RANCHO CORDOVA, Calif. & BETHESDA, Md.--([BUSINESS WIRE](#))-- VSP Global has announced an investment in [RightEye LLC](#), a leading health innovator that uses eye-tracking technology to revolutionize patient care and vision performance. The partnership will explore the expansion of cutting-edge vision care solutions designed to strengthen the tie between patients and their eye doctors.

RightEye's vision tests are game-based, requiring users to sit and follow graphics on a screen—from tracking a dot around a circle to identifying and blowing up aliens invading the Earth. The company's cloud-based software then interprets the interactions and generates an instant report with details on visual speed and accuracy, visual processing, depth perception, dry eye and more.

"We know patients seek out doctors in private practice optometry for an eye exam because of the personalized, high-quality care they receive. We also know that VSP network doctors are interested in technology that could lead to better patient engagement and retention," said VSP Global Board Member Matthew Alpert, OD. "A tool like RightEye creates an opportunity to further strengthen that doctor-patient experience, while continuing to underscore the value that eye care plays in an individual's life."

RightEye's roster of customers includes hospitals, the U.S. military, Major League Baseball and over 100 independent optometrists across the country. Approximately 50 VSP network doctors currently utilize the RightEye technology in their practices.

"We look forward to working closely with VSP to bring our solutions for vision testing and training to a broad base of the vision care and pediatric communities," said [Adam Gross, RightEye CEO and co-founder](#). "We're excited to offer independent eye care providers additional tools to consider that have the potential to enhance service to patients and grow their practices."

The partnership is one of several efforts underway in VSP Global's innovation lab, [The Shop](#), designed to test and identify new tools, solutions and opportunities for independent optometry.

As part of the agreement, VSP Global has secured a seat on RightEye's board of directors to better articulate the interests of private practice optometry. While timelines are established over the coming months, The Shop and RightEye will conduct ethnographic research with VSP network doctors to identify needs and potential product pathways.

### [About VSP Global](#)

As a doctor-governed company, VSP Global® exists to create value for members and opportunities for VSP network doctors. VSP Global's complementary businesses include VSP® Vision Care, the only national not-for-profit vision benefits company, which provides access to eye care for its 84 million members through a network of 38,000 member eye doctors; Marchon® Eyewear, Inc., one of the world's largest designers, manufacturers and distributors of high quality eyewear and sunglasses; VSP Optics Group, industry leaders in ophthalmic technology and lab services, providing custom lens solutions for the vision and lifestyle needs of patients; Eyefinity®, the eye care industry's largest electronic health records and practice management software company, and VSP Omni-Channel Solutions, which creates connected consumer experiences designed to strengthen the relationship between VSP members and their eye doctors. To date, VSP network doctors have provided eye exams and eyewear at no-cost to over a million people in need through a partnership with VSP Global's Eyes of Hope®.

### [About RightEye](#)

[RightEye LLC](#) is a health technology company using eye tracking and gaming to revolutionize healthcare and vision performance through an innovative, new kind of vision test. RightEye helps health care providers assess concussions,

eyesight, brain and reading disorders, and performance issues in patients by following a science-based, metric-driven methodology. Using a cloud-based platform, RightEye generates reports within minutes to give doctors an objective, measurable way to view the quality of a patient's vision and track the success of remedies such as vision therapy. RightEye customers include nationally recognized optometrists, hospitals, rehabilitation facilities, emergency rooms, professional sports teams and the U.S. military. For more information, visit [www.RightEye.com](http://www.RightEye.com) and follow us on [Twitter](#) and [LinkedIn](#).

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Source: RightEye LLC and VSP Global

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