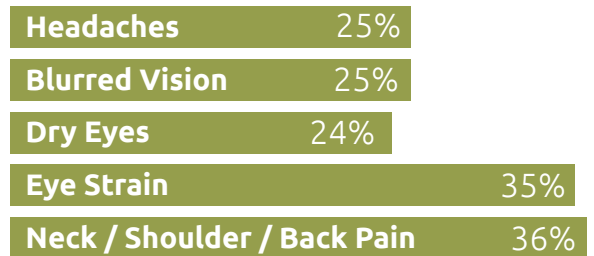
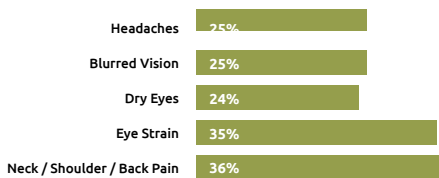


# Common Problem. **Uncommon Solution**



# Digital Device Overuse

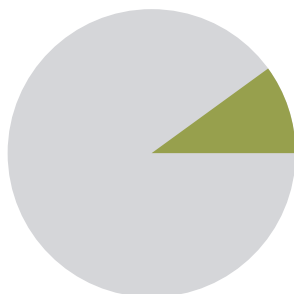
The additional demand on our eyes is relentless



**65%** of Americans experience symptoms of Digital Vision Syndrome on a daily basis.<sup>1</sup>



**9 out of 10** More than 9 out of 10 people with digital eye strain use digital devices for two or more hours each day.



**Only 10%** of patients report their symptoms to their doctor.

<sup>1</sup>The Vision Council "Digital Eye Strain Report 2016." <http://www.thevisioncouncil.org/digital-eye-strain-report-2016>

# Trigeminal Dysphoria

## Causes repetitive eye-misalignment

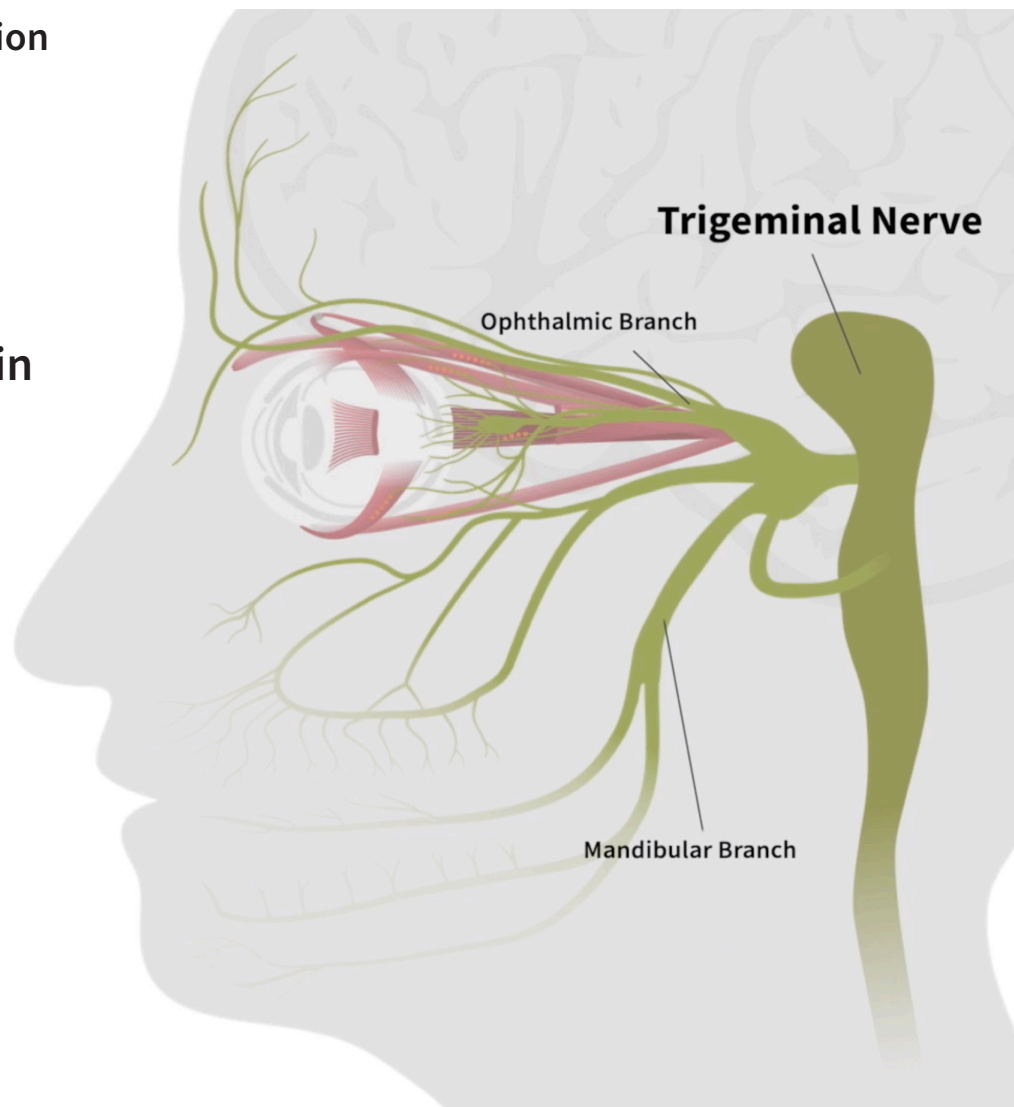
The **trigeminal nerve** is the largest and most complex nerve in the brain, sending sensations to the head, eyes, neck and shoulders

**Trigeminal Dysphoria** is a condition resulting from a misalignment in the visual system that causes stimulation of the trigeminal nerve, triggering patient symptoms.

When the eyes are not aligned, the visual system must work constantly to compensate for the misalignment. This plays a large role in the overstimulation of the trigeminal nerve.

## Trigeminal Nerve Over-Stimulation

- Headaches
- Eye Strain
- Neck, Shoulder, Back Pain
- Blurred Vision
- Dry Eye



# An outcomes-based company

**FOR PATIENT USE**  
**Lifestyle Index**

This questionnaire is meant to help your doctor understand what you're experiencing on a regular basis — whether it's caused by your eyes, posture, stress, etc. Your responses will help make sure you receive the best care possible.

How often do you experience any of these symptoms? Fill in applicable circle.

You get headaches of any severity each week (even just a dull ache counts).

Headaches  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

Your neck gets stiff and sore when you work at a computer or read. (This might even be from your posture.)

Stiffness / pain in neck / shoulders  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

Your eyes get tired, burn, or get red easily when you work at a computer for long hours.

Discomfort with Computer Use  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

Your eyes feel increasingly fatigued/tired as the day goes on.

Tired Eyes  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

Your eyes progressively feel more dry/irritated as the day goes on.

Dry Eye Sensation  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

Bright / Strong lights (vehicle headlights, fluorescent lights etc.) bother you.

Light Sensitivity  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

You experience an altered sense of balance and space (motion sickness, vertigo etc.)

Dizziness  
1 Never  2 Rarely  3 Sometimes  4 Very Often  5 Always

Additional notes:

Any additional notes you'd like to add:

We collected over  
**56,000**  
surveys, and found that  
**57%**  
of patients were candidates for  
**contoured prism**

## Objective. Accurate. Repeatable

The **neurolens® Measurement Device** is a breakthrough eye-tracking technology that measures the degree of eye-misalignment at distance and near and all elements of ocular fusion, including:

**Heterophoria**

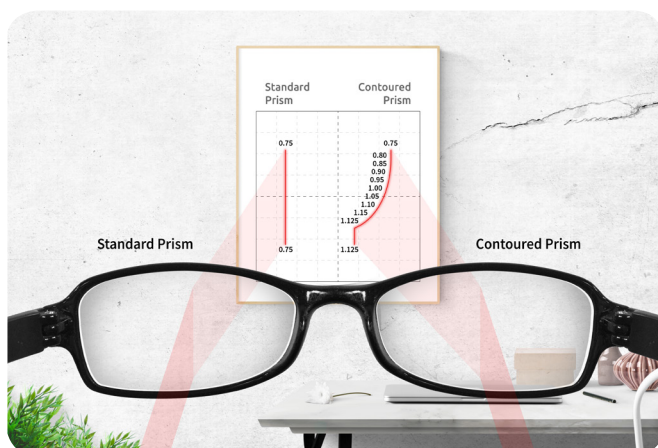
**Fixation Disparity**

**Vergence Conditioning**

**Accommodative Convergence Response**

**Binocular Peripheral Fusion**

**Alternating Monocular Central Fusion**

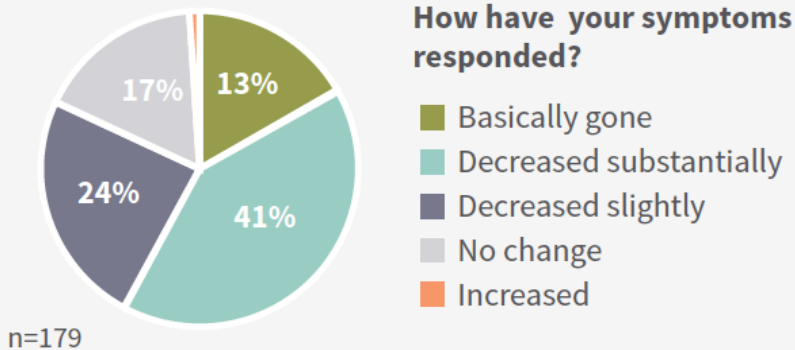


neurolenses® are the first prescription lenses that add a **contoured prism** to bring the eyes into alignment relieving the headaches, neck/shoulder pain and eyestrain many patients experience

# Real Results. Real Relief

## Chronic Headache Study

### Patient Reported Symptom Relief - 90 day



**179** Participants

Inclusion Criteria = refractory, end-of-the line, chronic headache

**82%**

positive response to treatment at 90 days

**54%**

reported headache symptoms as 'reduced substantially' or 'basically gone'

## Digital Vision Syndrome Study

**22** Participants

Inclusion criteria = Qualified as DVS sufferer by validated questionnaire

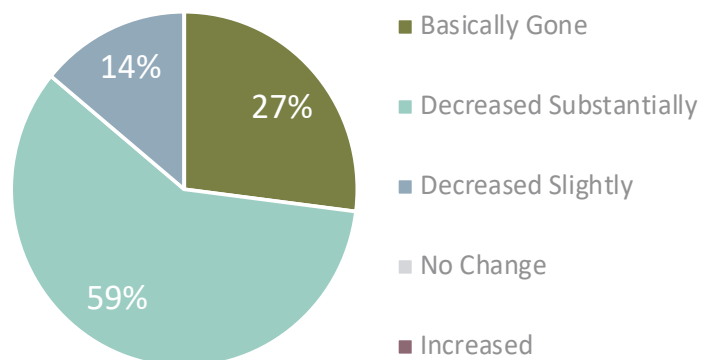
**100%**

positive response to treatment at 90 days

**86%**

reported DVS symptoms as "Reduced Substantially" or "Basically Gone"

**How have your symptoms responded?**  
n=22



\* 2016 data, 12 sites, 1300 paying patients, 360 responses to commercial survey ~27%

# Ortho/EXO to more EXO (76% of Patients)



**RS010185**

33 years old

I.T. Software Engineer

## Symptom Notes:

- Headaches 1-2 times a week depending on continuous hours at the computer.

- Must take frequent breaks during work day. Closes one eye at night to read on phone.

- Feels like he wants to close his eyes toward the late afternoon.



**FOR PATIENT USE**

## Lifestyle Index

FOR OFFICE USE

PT INITIALS \_\_\_\_\_

DATE \_\_\_\_\_

This survey is meant to help your doctor understand what you're experiencing on a regular basis — **whether it's caused by your eyes, posture, stress, etc.** Your responses will help make sure you receive the best care possible.

How often do you experience any of these symptoms? Circle one:

<p><b>Headaches</b></p>	<ul style="list-style-type: none"> <li>• You get headaches of any severity each week (even just a dull ache counts).</li> <li>• Your headaches tend to get worse later in the day.</li> <li>• Your headaches are generally worse at work than they are at home or on weekends.</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%;">1</td> <td style="width: 20%;">2</td> <td style="width: 20%; border: 1px solid red;">3</td> <td style="width: 20%;">4</td> <td style="width: 20%;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Stiffness / pain in neck / shoulders</b></p>	<ul style="list-style-type: none"> <li>• Your neck gets stiff and sore when you work at a computer or read (This might even be from your posture).</li> <li>• You experience frequent tension in your head, neck or shoulders.</li> <li>• You get frequent massages/chiropractic adjustments.</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%;">1</td> <td style="width: 20%;">2</td> <td style="width: 20%;">3</td> <td style="width: 20%; border: 1px solid red;">4</td> <td style="width: 20%;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Discomfort with Computer Use</b></p>	<ul style="list-style-type: none"> <li>• You feel like you are more productive at work in the morning vs. the afternoon.</li> <li>• Your eyes get tired, burn, or get red easily when you work at a computer for long hours.</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%;">1</td> <td style="width: 20%;">2</td> <td style="width: 20%;">3</td> <td style="width: 20%;">4</td> <td style="width: 20%; border: 1px solid red;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table> <p style="text-align: right; margin-top: 5px;">Number of hours per day using a digital device: _____</p>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Tired Eyes</b></p>	<ul style="list-style-type: none"> <li>• Your eyes feel fatigued/tired at the end of a workday.</li> <li>• Your eyes generally feel better in the morning compared to the end of the day.</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%;">1</td> <td style="width: 20%;">2</td> <td style="width: 20%; border: 1px solid red;">3</td> <td style="width: 20%;">4</td> <td style="width: 20%;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Dry Eye Sensation</b></p>	<ul style="list-style-type: none"> <li>• Your eyes and/or contacts tend to dry out when you are working at a computer or reading.</li> <li>• Your eyes progressively feel more dry/sandy/gritty as the day goes on.</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%; border: 1px solid red;">1</td> <td style="width: 20%;">2</td> <td style="width: 20%;">3</td> <td style="width: 20%;">4</td> <td style="width: 20%;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Light Sensitivity</b></p>	<ul style="list-style-type: none"> <li>• Driving at night is difficult because of glare from highlights.</li> <li>• Fluorescent lights bother you in large spaces (grocery store, department store, etc.).</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%; border: 1px solid red;">1</td> <td style="width: 20%;">2</td> <td style="width: 20%;">3</td> <td style="width: 20%;">4</td> <td style="width: 20%;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Dizziness</b></p>	<ul style="list-style-type: none"> <li>• Riding in a car gives you motion sickness.</li> <li>• You sometimes feel a sensation of vertigo or disconnectedness from your environment.</li> </ul> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 20%;">1</td> <td style="width: 20%; border: 1px solid red;">2</td> <td style="width: 20%;">3</td> <td style="width: 20%;">4</td> <td style="width: 20%;">5</td> </tr> <tr> <td>Never</td> <td>Rarely</td> <td>Sometimes</td> <td>Very Often</td> <td>Always</td> </tr> </table>	1	2	3	4	5	Never	Rarely	Sometimes	Very Often	Always
1	2	3	4	5							
Never	Rarely	Sometimes	Very Often	Always							
<p><b>Additional Notes</b></p>	<p>Any additional notes about these symptoms: _____</p> <p>_____</p>										

**FOR DOCTOR / STAFF USE**

DATE \_\_\_\_\_ SYNC (DIST) \_\_\_\_\_ ESO EXO SYNC (NEAR) \_\_\_\_\_ ESO EXO SYNC (RX) \_\_\_\_\_ BI BO R

RS0101851122TM

### COVER TEST RESULTS:

**Distance:** No Movement  
**Near:** Slight Movement EXO

### PHORIA RESULTS:

**Horizontal Distance:** 2.25 EXO  
**Horizontal Near:** 6.50 EXO  
**Vertical:** 0.50 BD OS

# Ortho/EXO to more EXO (76% of Patients)



**Date** 04/16/2018 11:52 AM  
**Patient ID** RS010185  
**Age** 33

Measurement Value - <b>1.4</b>
Trial Frame Starting Point - <b>1.5 BI</b>

Final neuroLens Rx shall be determined by the Doctor

	PD	MQI	Measurement
DIST	64.35	1.0	1.71 EXO
NEAR	62.24	1.0	4.73 EXO

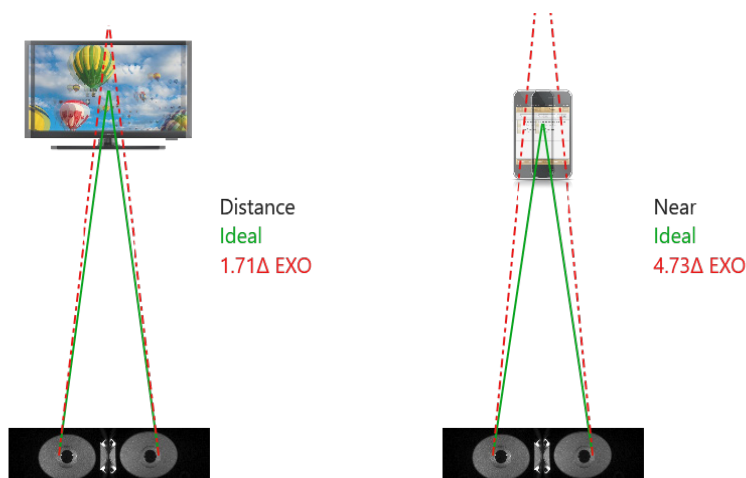
AC/A	4.51 Δ/D
------	----------

	SPH	CYL
O.D.	+0.25	-0.50
O.S.	+1.00	-0.75

	Dist	Near
Vert	.72Δ R-HYPER	1.22Δ R-HYPER

Add	Alignment
0	4.73 EXO
0.5	6.985 EXO
1	9.24 EXO
1.5	11.495 EXO
2	13.75 EXO
2.5	16.005 EXO
3	18.26 EXO
3.5	20.515 EXO

Category	Answer
Headaches	3
Stiff Neck / Shoulders	4
Computer Discomfort	5
Tired Eyes	3
Dry Eye Sensation	1
Light Sensitivity	1
Dizziness	2



OD prescribes a SV neuroLens and starts Trial Framing @ 1.5 BI based on neuroLens distance measurement (1.71 EXO) and in-chair tests.

Occupation and demand @ computer distance drove trial frame on higher end of range.

OD measured small vertical misalignment. OD chose to incorporate neuroLens horizontal contoured prism and no standard vertical prism in this case.

**Trial Frame Starting Point: 1.5 BI**

**Final Rx:**  
SV - 1.5 BI

# Differentiate and Thrive

## Better Medicine = Better Business

### Practice Building Opportunity

Average neurolens Retail Price	\$750
Average profit per neurolens	\$400
Average neurolens Sales/Month	12
Average Monthly Profit	\$4800

### Economic Impact

#### Gross Sales / Net Income Per Patient Data from Dr. Gary Lovcik (Anaheim Hills, CA) for 2009-2016

	2009	2010	2011	2012	2013	2014	2015	2016
<b>Gross \$ Per Patient</b>	\$420	\$427	\$439	\$473	\$498	\$497	\$495	\$582
<b>(change vs. prior year)</b>		<b>(+2%)</b>	<b>(+3%)</b>	<b>(+8%)</b>	<b>(+5%)</b>	<b>(+0%)</b>	<b>(-1%)</b>	<b>(+18%)</b>
<b>Net \$ Per Patient</b>	\$295	\$291	\$302	\$304	\$334	\$316	\$335	\$440
<b>(change vs. prior year)</b>		<b>(-1%)</b>	<b>(+4%)</b>	<b>(+1%)</b>	<b>(+10%)</b>	<b>(-5%)</b>	<b>(+6%)</b>	<b>(+31%)</b>

*“One of three wow factors of my 30 year optometry career - right up there with LASIK and premium cataract surgeries”*

**Gary Lovcik, O.D.**



# What our ODs are saying

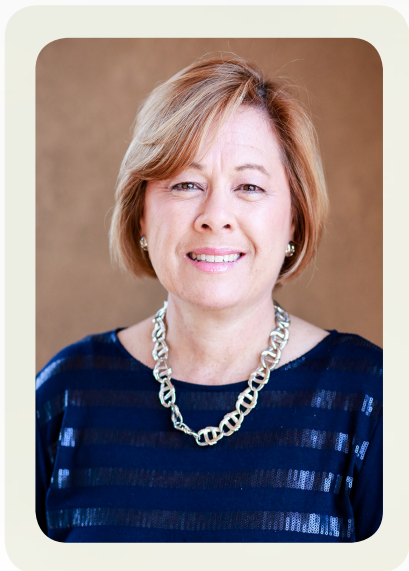
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*“**neurolens**® has been a perfect addition to our practice, not only clinically but financially as well. It allows us, the private practitioners, to provide a service and a product not found in other outlets and allows us to differentiate ourselves from the masses.*”

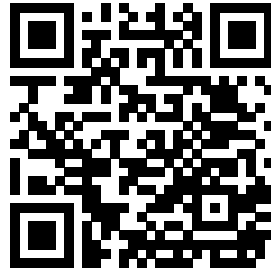
*The customer support and training has been the best I have ever seen in our industry.”*

Tim Fries, O.D.  
(Optique Family Vision Care, OH)



*“With chronic headaches, digital eye strain, neck pain, fatigued eyes, dry eyes...these people are being helped by **this technology** unlike anything I’ve ever seen”*

Cheryl Everitt, O.D.  
(20/20 Vision, CA)



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**learn more at [neurolenses.com](https://neurolenses.com)**