**FOR IMMEDIATE RELEASE**

**Media Contact:**   
Name and Title  
Phone Number  
Email

**Practice Name Now Offers Patients an Early Warning System for Their Eyes with the ForeseeHome® AMD Home Monitoring Program**  
*Cutting-edge home monitoring program now part of our practice’s personalized approach to managing many of our dry AMD patients.*

**CITY, STATE – DATE** – In striving to provide the latest technological advances in patient care, Practice Name is proud and excited to prescribe ForeseeHome, the first FDA-cleared home-monitoring device, to patients with certain types of dry age-related macular degeneration (AMD) at risk for developing wet AMD.

AMD is the most common cause of blindness in the United States. There are two types, dry and wet. Dry AMD puts patients at an increased risk of progressing to wet AMD, which can lead to rapid and severe vision loss if not caught and treated early enough.

The ForeseeHome AMD Monitoring Program allows patients with dry AMD to test their vision from the comfort of home and provides eye care professionals the ability to monitor their patients between office visits. Patients’ testing data are analyzed on the device and then automatically transmitted to the Notal Vision Monitoring Center, whose medical staff review the data before reporting it to the referring doctor, enabling timely assessment of the patient should any significant changes in vision be detected. ForeseeHome is available to patients with a referral from their eye doctor and is covered by Medicare Part B and most insurers cover some or all of the cost of the program.

“Early detection of wet AMD significantly increases a doctor’s ability to help preserve a patient’s vision,” says Practice Representative with title. “We decided to offer this technology because it allows both our doctors and patients to be as proactive as possible in protecting the patient’s vision”

**About Practice**

Insert Practice boiler plate

**About ForeseeHome**

The ForeseeHome® AMD Monitoring Program is a comprehensive program, which includes an FDA-cleared device that monitors visual changes in intermediate dry AMD patients at risk of vision loss from undiagnosed wet AMD. The clinical utility for ForeseeHome was established in the Home Monitoring of The Eye (HOME) Study, part of the National Eye Institute-sponsored AREDS2 study, in which 94% of patients using ForeseeHome twice weekly who progressed to wet AMD, maintained 20/40 or better vision compared to only 62% of patients whose diagnosis was at a routine eye exam or a visit triggered by symptoms. Based upon the robust level-1 evidence and compelling clinical outcomes demonstrating the ability to detect choroidal neovascularization (CNV) earlier, the ForeseeHome AMD Monitoring Program gained Medicare coverage in 2016. To learn more, visit [www.foreseehome.com](http://www.foreseehome.com/).

**About Notal Vision, Inc.**

Notal Vision is a patient-centric ophthalmic remote monitoring services provider extending retinal disease monitoring from the clinic to the home, providing physicians with remote monitoring services to support their patient care between office visits. With a proven approach to home-based, self-operated diagnostics, AI-enabled data analysis, and patient engagement, we help preserve patients’ vision. [www.notalvision.com](http://www.notalvision.com)

The Notal Vision Monitoring Center is a remote, Medicare credentialed ophthalmic monitoring center and the epicenter of patient engagement. Led by practicing ophthalmologists and supported by certified ophthalmic professionals, the Monitoring Center offers a comprehensive nationwide age-related macular degeneration (AMD) home monitoring service for referred patients.

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