

# INTRODUCING **EyeQ**<sup>TM</sup> Retinal Scan

## What are your eyes telling you?

New Line Medical is introducing a powerful, new corporate wellness product called the EyeQ<sup>TM</sup> Retinal Scan. By capturing an image of the deep part of the eye – called the retina – we are able to detect early signs of not only debilitating eye disorders, like **macular degeneration** and **retinopathy** but also systemic diseases, such as **diabetes**, **cancer** and **cardiovascular disease**. Conventional retinal exams require dilation, which is uncomfortable, invasive, and requires a visit to a specialist. **The patented EyeQ Retinal Scan uses state-of-the-art, non-dilating camera technology** and an award-winning telemedicine network to provide an easy, unobtrusive diagnosis from a board-certified retinal expert. The eye scan is completed in less than three minutes and costs less than a typical co-pay.

**The EyeQ Retinal Scan is available in three packages:**

### Diabetic

**What we screen for** – diabetic retinopathy, the leading cause of preventable blindness in the U.S. If you have diabetes, you are at significant risk for severe vision loss or blindness from diabetic retinopathy. However, if diagnosed early, diabetic retinopathy can be treated effectively. If you are diabetic, you are strongly encouraged to receive an annual screen for diabetic retinopathy.

### Standard

**What we screen for** – a comprehensive evaluation of your retina to detect the presence of retinopathy, macular degeneration, hypertension, atherosclerosis, certain types of cancer and onset of diabetes. The EyeQ Standard can detect the presence of these debilitating diseases at their earliest stages, when intervention is effective and before vision loss becomes severe.

### Advanced

**What we screen for** – the EyeQ Advanced includes all the tests in the Standard, plus an evaluation of your risk for glaucoma. Glaucoma is a common eye disease affecting millions of Americans that can cause blindness. The Advanced couples digital retinal imaging (used with the Diabetic and Standard) with additional equipment to measure intraocular pressure in order to screen for glaucoma. The Advanced retinal exam does not require dilation and is provided by a board-certified retinal expert.

## SPECIAL OFFER

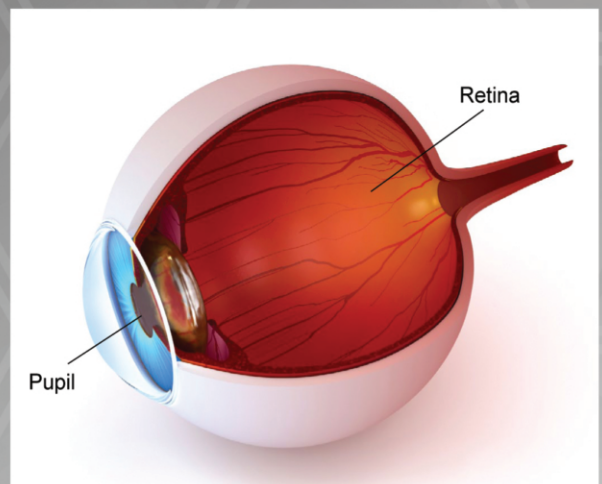
New Line Medical is offering the EyeQ Retinal Scan through a limited number of certified corporate wellness service providers. EyeQ Retinal Scan Services require the purchase of a fully automated, non-mydratric retinal camera or camera rental option is also available.

3 Tests Available Are

Diabetic  
Standard  
Advanced

Please contact us today at (800.452.8909) if you are interested in adding this new revolutionary eye test for your next wellness program.

## What's Your EyeQ?



### What Your Eyes Say About Your Health – Things We Can Detect:

**Diabetic Retinopathy (DR)** - a condition associated with diabetes and the leading cause of preventable blindness. High blood sugar levels may damage tiny blood vessels in your eye and new vessels may form to replace those damaged. The new vessels can burst, resulting in blurred vision or even blindness. If DR is detected early, treatment is both effective and inexpensive. However, left undetected, DR results in severe vision loss and even blindness. If you are diabetic, you are at significant risk for severe vision loss or blindness and are strongly encouraged to receive an annual screen for diabetic retinopathy.

**Signs of Cardiovascular Disease** – atherosclerosis is the disease process that causes cholesterol plaques to form in arteries, including the carotid arteries in the neck and the coronary arteries in the heart. Bits of cholesterol can break away from these plaques and travel via the bloodstream to the eye, where they lodge in small arteries in the retina. When detected, these plaques can indicate severe atherosclerosis.

**Blood Pressure Problems** – if the blood vessels in your eyes look stiff, form kinks or loops, or look bronze or gray instead of the usual red color, it could be a sign of high blood pressure or diabetes. This retinal damage also can cause blindness.

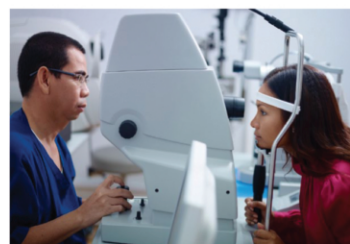
**Indications of a Central Nervous System Disorder (e.g. Multiple Sclerosis), Brain Tumor, or Aneurysm** – the optic nerve, which transmits visual information from the retina to the brain, is visible at the rear of the eye and is normally pink. A pale optic nerve can be an early manifestation of central nervous system disorders, including multiple sclerosis, as well as evidence of a brain tumor or aneurysm.

**Presence of Macular Degeneration** – macular degeneration is a disease affecting a small area of the retina known as the macula. The macula is a specialized spot on the retina that allows us to see the fine detail of whatever is directly in front of us. Macular degeneration occurs when the macula begins to deteriorate. Contributing factors include age, sex, eye color, farsightedness, and race, as well as smoking, high blood pressure, exposure to harmful sunlight, and diet. Left untreated, macular degeneration can cause blindness.

**Indications of Glaucoma** – affecting millions of Americans, glaucoma is a common eye disorder caused by too much pressure on the inside of the eye. The fluid in your eyes helps to nourish and cleanse the inside of your eyes by constantly flowing in and out. When the fluid is prevented from flowing out, the intraocular pressure builds and damages the optic nerve. This causes a gradual loss in peripheral vision and even blindness. You may be at greater risk if you are over 45, of African descent, nearsighted, or diabetic. Also, if you have used steroids or cortisone for a long period of time, or if you have suffered an eye injury in the past, you have a greater chance of developing glaucoma.

1

#### IMAGE ACQUISITION



2

#### UPLOAD TO TRIAD NETWORK



3

#### AUTOMATED IMAGE QA/QC CHECK



4

#### REPORT GENERATED

