



Opternative, INC
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Written Testimony of **Opternative, INC**
IN SUPPORT OF Mobile Health Applications and their Affordability, Accessibility & Delivery of Care,
Before the House Subcommittee on Commerce, Manufacturing and Trade

July 13, 2016

Chairman Burgess and members of the committee,

Thank you for taking time to read the written testimony I am submitting on behalf of Opternative in support of Mobile Health Applications.

Our company, Opternative, was founded with a sincere belief that glasses and contact lens prescriptions should be accessible and affordable to everyone.

Anyone who wears glasses or contacts knows the frustration and inconvenience of getting a new prescription and purchasing vision correction. Appointments, time off work, waiting rooms, and hidden fees, this process and equipment has seen little innovation in the past 75 years. We knew there had to be a better way, so we created Opternative.

The Opternative online eye exam is the most convenient way to get a prescription for contacts and glasses. With just a computer and smartphone, you can take your exam anywhere, anytime, and your doctor issued prescription can be used to shop everywhere.

Whether you have good insurance, bad insurance, or no insurance at all, Opternative can save you time and money on your next eye exam and prescription. Almost half of our patients are covered by vision insurance and still choose to use Opternative because of the additional cost saving over a traditional eye exam. Based on a recent third party survey of 600 Opternative patients, 88% reported saving money and 96% reported saving over an hour from the traditional eye exam process.*

Many consumers across the United States do not have an optometrist within reasonable travel distance. Access is further restricted because basic vision care is not part of normal health insurance and is not mandated for adults (19 or older) by the ACA. The needs are staggering: according to the Vision Council's VisionWatch study, 67 million American adults have not had an eye exam in the last two years due to convenience and cost issues, and millions of Americans have never had an eye exam. Meanwhile, an estimated three-quarters of the US population needs some form of corrective vision care.



At Opternative, we believe in a transparent exam process and flat pricing to educate and empower our patients. At just \$40 for a prescription for glasses or contacts and \$60 for both, we provide a medical necessity without the costly bills that often follow a visit to an optometrist. Getting a prescription for glasses or contacts through Opternative saves a patient on average 68.5% on a typical optometrist visit for an eye exam which cost \$127 on average, based on a study by the Management & Business Academy.**

Our mission is to help the world see and feel better. Eye exams for glasses and contact prescriptions are just the beginning. The potential for Opternative is much bigger than simply saving our patients time and money. We envision a world where technology enables patients and doctors to connect to make all aspects of vision care more convenient and accessible.

Optometrists are trying to ban ophthalmologists from issuing prescriptions for glasses and contact lenses via telemedicine tools. New clinically proven technologies like Opternative would be blocked from providing patients access to safe, convenient, and low cost prescriptions for glasses and contacts.

We believe that legislation should enhance, not diminish, consumers' access to telehealth by: maximizing the types of technology that can be used; empowering providers to use the technology of their choice with patients; requiring secure use of information technology; eliminating barriers such as requiring prior in-person visits; and recognizing that telehealth is a tool, not a separate practice of medicine. Our 99.6% satisfaction rating is a testament to how much our patients love the Opternative experience. Patients come first, it is that simple.

I urge the committee to support the healthcare advances within mobile application technologies.

Sincerely,

Aaron Dallek
CEO & Co-Founder

*Preliminary results from July survey of 600 Opternative patients. Survey managed by First Insights.

** MBA for Eyecare Professionals http://ecpu.com/media/wysiwyg/docs/paa_keymetrics_0415.pdf