

FOR IMMEDIATE RELEASE**Company Contact:**

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cassy@pascalecommunications.com**Debut of World's First Comprehensive Vision Screening App**

Gobiquity showcases evolution of its flagship innovation, GoCheck Kids, to help prevent permanent vision loss in children

WASHINGTON, D.C. – October 23, 2015 – [Gobiquity™ Mobile Health](#), a global leader at the forefront of digital health solutions, today announced the expanded accessibility and utility of its mobile health application, [GoCheck Kids™](#). The world's first and only comprehensive vision screening app will be available on iTunes and unveiled during the American Academy of Pediatrics National Conference conference, on October 24th. **GoCheck Kids** offers a robust suite of mobile vision diagnostics, including mobile photoscreening, digital Visual Acuity screening, and personalized vision screening guidance, enabling clinically validated screenings from the palm of a physician's hand.

The GoCheck Kids vision screening platform is now capable of effectively and efficiently identifying amblyopia risk factors for children 6 months to 6 years with mobile photoscreening, as well as obtaining a digital reading of a child's sharpness of vision or Visual Acuity (VA) for children ages 3 and older. Since its national launch earlier this year, GoCheck Kids™ mobile photoscreener has been used to complete over 36,000 pediatric vision screenings.

"The new GoCheck Kids, now available on iOS, extends the ability of pediatricians and other primary care providers to effectively screen for amblyopia, the leading cause of vision loss in children," said Andrew Burns, CEO Gobiquity. "With this launch, we are expanding the utility and accelerating the distribution to allow more health professionals to utilize our reimbursable, HIPAA compliant vision screening system to improve care for all of their patients."

With this release, physicians have access to a total vision solution, now including recommended screening protocols and validated VA measurements within a convenient and cost-effective mobile vision diagnostics suite.

"We are excited to announce that the GoCheck Kids iOS application now offers threshold visual acuity assessments," said Pediatric Ophthalmologist and Cloudscaper co-founder James W. O'Neil, M.D., "GoCheck Kids incorporates the

independently medically validated protocol developed by Cloudscaper, LLC. This clinically proven method has already assessed the vision of over 300,000 children via the desktop application, EyeSpy 20/20.”

In a study by Robert W. Arnold, MD, FAAP, featured in a 2014 edition of *Journal of Pediatric Ophthalmology and Strabismus* (JPOS), GoCheck Kids photoscreener was recognized for its “strong specificity, sensitivity and lower percentage inconclusive versus single-purpose devices.” For pediatricians, GoCheck Kids has provided an effective, affordable and simple alternative for testing through photoscreening.

With up to 25% of children at risk for developing visual disturbances that impair their ability to learn and lead healthy lives, yet fewer than 20% getting screened, there is a need for more comprehensive diagnostic tools. The American Academy of Pediatrics (AAP) and the American Association for Pediatric Ophthalmology and Strabismus (AAPOS) endorse photoscreening to detect amblyopia risk factors, which, if left untreated, can lead to permanent vision loss. GoCheck Kids addresses these issues, while affording additional vision diagnostic tools and resources to support early detection.

AAP Annual Meeting Onsite Activities

Gobiquity will be exhibiting on the showroom floor at **booth #827**. As well, Gobiquity is showcasing two presentations with DM Alcorn, MD, FAAP, Pediatric Ophthalmologist, and Natasha Burgert, MD, Pediatrician.

Preventing Permanent Vision Loss in Children

Saturday, October 24th, 2015

Product Theater C, Booth #1763

- 1:15-1:30 PM: Importance of detecting and treating amblyopia risk factors as early as possible – Perspective from a pediatric ophthalmologist
- 1:30-1:45 PM: Photoscreening and visual acuity made easy and affordable with mobile applications

Members of the company and its Medical Advisory Board will be onsite to answer questions and provide information about GoCheck Kids.

About Gobiquity Mobile Health

Gobiquity Mobile Health provides innovative mobile applications that bring specialty diagnostics to primary care providers so they can diagnose sooner and facilitate more efficient clinical decision-making. Their flagship mobile application, GoCheck Kids™, is a comprehensive vision screening solution. Gobiquity is committed to expanding their portfolio of pediatric vision diagnostics, followed by adult primary care that reaches a broader audience of healthcare constituents - establishing Gobiquity as the defacto vision solution for healthcare.

(www.gobiquity.com | www.gocheckkids.com).