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## **Objective Acuity appoints Sabeen Shaikh to its Board of Directors**

Objective Acuity (“OAL”), a digital health company developing objective, accurate and efficient detection of visual acuity and related disorders, today announced it appointed Sabeen Shaikh to its Board of Directors.

Shaikh brings nearly 20 years of dynamic and broad expertise in the healthcare innovation ecosystem. She has experience commercialising new technologies, scaling businesses through commercial leadership, change management and developing effective go-to-market launch strategies globally.

“Sabeen is an accomplished leader and we are very excited to have her on board at this pivotal time as we advance Objective Acuity’s next stage of growth,” says Objective Acuity CEO Adam Podmore. “Her wealth of experience, expertise in technology development and in driving successful market entry strategies in the healthcare sector will help us accelerate our plans to bring our OA Vision Tester to market in North America and other regions.”

Shaikh is passionate about providing healthcare access to underserved populations globally, with a strong interest in new technologies for unmet medical needs. She has worked with hundreds of start-ups on their commercialisation journeys and is passionate about the opportunities to push innovations forward serving new markets.

“I am delighted to join the Objective Acuity Board of Directors as it continues to execute its plan to launch into the United States,” says Shaikh. “Objective Acuity’s recent clinical study results is an exciting development that allows more accurate measurement and detection of vision problems earlier in life. Further, the platform’s digital biomarkers expands the opportunities for us to explore other therapeutic areas. I look forward to bringing this technology to patients and helping to transform the way vision testing is undertaken.”

Shaikh studied in the US for her undergraduate degree and has continued further executive education with INSEAD Business School. She has also done programs on innovation with Harvard Medical School and the MIT Sloan Business School.

### **About Objective Acuity (“OAL”)**

OAL is developing objective visual acuity tests for both adults and children, that does not require patients to provide a response like existing picture or letter chart tests. The current tests are difficult to undertake for young children and those with communication difficulties, are inefficient and led to a frustrating customer experience. Given the objective and automated nature of the OA Vision Tester, a test takes on average 45 seconds per eye and does require a large amount of co-operation from the person being tested.

OAL’s patented technology involves a “drifting stimulus”. The camera measures the movement of eyes and OAL’s proprietary algorithms use data from the camera to detect optokinetic nystagmus (OKN) – an involuntary sawtooth motion of the eye that typically occurs as a reflex response to the visual stimuli. The test is 100% objective and the system simply indicates the presence or absence of an OKN response.



Intuitively, the presence of OKN indicates that the patient can see the drifting stimulus, while the absence of OKN indicates the opposite. A number of different sized stimuli are presented and in real time a result of the actual visual acuity score, such as 20/20, 20/30, 20/40 is displayed. The simplicity of the test means it does not require an eye professional to conduct testing and can be done by a nurse or a technician in the clinic or in the community.

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