

For Immediate Release

Vision Screening Taking Place in Schools Nationwide But Is School-Age Too Late For Some Children?

7-12 Percent of Children have Permanent Vision Loss from Vision Disorders
95 Percent of Vision Problems Can Be Corrected if Caught and Treated Early

PediaVision Has the Solution for Children as Young as Six Months

LAKE MARY, Fla. October 29, 2008: “Are Your Children Vision-Ready for Life and Learning?” is the question asked today by [PediaVision](#), a company dedicated to solving the critical problem of undiagnosed vision problems affecting thousands of children and to helping Pediatricians provide thorough [vision screening](#).

As children across the U.S. are screened for vision problems in schools, parents who learn of [vision problems](#) in their children are wondering if they could have known about the problems sooner. Until now, Pediatricians and other non-vision specialists have not had the tools to make it easy to check early and provide thorough, objective vision screening in pre-verbal children.

Today, vision screening technology is readily available to address early childhood vision issues. [PediaVision’s Assessment Solution \(PAS\)](#), is a revolutionary vision screening solution available to non-vision specialists. PAS assists Pediatricians in the detection of refractive errors, amblyopia, strabismus, anisocoria, and media opacities.

PediaVision’s CEO David Melnik commented, “Studies in Pediatric offices across the country show the PediaVision Assessment Solution can identify vision issues for children as young as six months of age. In one group, 64 of 565 pre-school age children screened were referred for further evaluation – that’s 11 percent. Without the proper tools to assess pre-verbal children, many children are at risk of permanent vision loss,” he said.

Dr. Shelly Senders, Pediatrician at Dr. Senders & Associates in Cleveland, Ohio, reports, “Using PediaVision’s Assessment Solution over the past nine months, we have identified 33 children with vision issues who would have otherwise been missed through our regular screening. Many of these children have lazy eye and should be able to avoid expensive surgery or cortical blindness as a result of this early identification.” “Ophthalmologists who get our referrals are amazed at the level of proficiency we have developed in picking up these problems using the PediaVision system,” he added.

How can you make sure your child is vision-ready for life and learning? The answer is simple. Ask your Pediatrician to screen for vision at all of your child’s well check-ups, and encourage them to get the latest vision screening technology to help them get an accurate, objective screening.

"The great majority of vision problems (95%) are correctable if caught and treated early," said Robert S. Gold, MD of Eye Physicians of Central Florida, based in Orlando, Fla. "This early detection is critical for identifying and treating amblyopia along with significant refractive errors that can be associated with poor vision. Pre-verbal children can be screened accurately with the PediaVision Assessment Solution," he added.

"The PediaVision system, powered by Plusoptix, is a fast and child-friendly system. The computer allows the user to upgrade referral criteria as needed and facilitates future exams for patients within a pediatric practice. Parents love the immediate, sophisticated results. The computer interpretations assist follow-up doctors in determining correct therapy for the referred patients," said Robert Arnold, MD of the Alaska Blind Child Discovery Program and member of the Vision Screen Committee for AAPOS.

How PAS Works

The fully automated PAS conducts a comprehensive refractive assessment, analyzes the pupil size, creates a gaze deviation chart and uses advanced digital imaging for quick reference of more advanced issues. PAS consists of a small, handheld device, a printer and laptop with pre-installed software.

The measuring principle is based on photo-retinoscopy. From a distance of three feet, an infrared light is projected through the pupils onto the retina. Depending on the refractive error, the reflected light forms a specific brightness pattern within the pupil. The assessment is non-invasive and the patient feels nothing. In about 5 seconds, Pass/Refer results are provided in an easy-to-read digital print out.

Pass/Refer results are user defined and are based on [myopia](#) (near sightedness), hyperopia (far sightedness), anisometropia (unequal refractive power), [astigmatism](#) (blurred vision/eye structure problem) and anisocoria (pupil size deviations). A photo-documented certificate that displays the refraction, pupil size and gaze deviation is provided for each patient.

PediaVision recently demonstrated its revolutionary vision assessment solution at the American Academy of Pediatrics (AAP) meeting in Boston in October.

About PediaVision

PediaVision is dedicated to solving the critical problem of undiagnosed vision problems affecting thousands of children and to helping Pediatricians provide thorough vision screening. The company was initially founded in 2003 by a team of optometrists and ophthalmologists. These medical professionals were confronted daily with the impact of permanent vision loss in children. PediaVision has a proven technology with medical expertise and a management team with a strong track record of transforming industries. For more information about PediaVision, and to help the fight against undiagnosed vision problems in children, please visit www.pediavision.com.

For more information about this release, contact:

Tammy Snook
HighTech PR, Inc.
407-667-9355
tammysnook@hightechpr.net