Company Overview

Vifant is committed to delivering innovative, cost-effective, mobile, solutions for the early identification of vision impairment in verbal, non-verbal, and pre-verbal patients as young as 2 months of age.

Problem

Early detection of vision problems improves treatment outcome, simplifies treatment, and may prevent irreversible neurological damage and blindness. Accurate vision testing in pre-verbal and non-verbal patients is an unmet goal of pediatricians, family doctors, ophthalmologists, early education programs, and parents who are interested in discovering vision problems in infants and children as early as possible, in order to optimize vision outcomes. Unfortunately, only one-third of all children in the US have had a vision screening test or visual examination prior to entering school as existing early childhood screening devices detect only risk factors with high false-positive and false-negative rates.

Solution

Vifant’s vision acuity test app uses the established principle of optico-kinetic nystagmus (OKN), which is the eyes’ reflexive, spontaneous response to moving patterns that does not need to be instructed or learned. The app is downloaded to a mobile tablet platform, and the tablet’s front-facing camera and screen provide stimulus and detection of eye movement to allow for identification of the eyes’ response to moving targets. The Vifant vision acuity test is patent-protected and is reimbursable under the existing CPT code 99174. In addition to conventional points of service, Vifant’s mobility and ease of use fit well in a telemedicine strategy broadening the patient pool that will benefit from the test.

Team Information

Dr. Monte Mills, Founder, is the Director of Ophthalmology and Mabel E. Leslie Endowed Chair of Pediatric Ophthalmology at the Children’s Hospital of Philadelphia. He is also Clinical Professor of Ophthalmology at the Scheie Eye Institute and the University Of Pennsylvania Department Of Ophthalmology. His clinical research interests include pediatric strabismus and strabismus surgery, retinopathy of prematurity, telemedicine, eye manifestations of pediatric disease, pediatric cataracts, and pediatric glaucoma.

Beth DeSouza, CEO, is an experienced executive in the life sciences industry with roles of increasing responsibility at Johnson & Johnson, GSK and Pfizer. She is also a board member of the Mid Atlantic Diamond Ventures (MADV). Beth earned her MBA at The Wharton School and has a BS in Civil Engineering from the Rio de Janeiro Federal University.

Det Ansinn, CTO, has been involved in software development for three decades. He is BrickSimple’s founder and one of the earliest developers writing FDA and HIPAA compliant software application solutions.

Karina Sotnik, Advisor, is a serial entrepreneur, mentor, advisor, and educator. She spent over a decade in Silicon Valley in senior positions helping companies grow globally. She also launched three ventures of her own.