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Singapore to produce new educational content for eye care professionals

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To engage with the growing international myopia management community

Review of Myopia Management (RMM), launched by US based Jobson Optical Group has announced a new partnership with the Singapore-based Healthtech company, Plano.

Under their new agreement, RMM and Plano will produce new educational content designed specifically for eye care professionals worldwide. By joining forces, the companies hope to expand their current platforms and engage with the growing international myopia management community.

Plano entered the eye care field in late 2017 with the primary goal of protecting consumers' eyes in the face of a growing digital landscape. With the help of the Singapore Eye Research Institute, Singapore National Eye Centre, National Health Innovation Centre, and Enterprise Singapore, they worked to create an ecosystem that consists of: 1) educational content and community engagement to raise awareness on eye health and myopia in parents and children; 2) a science-based and innovative app, the planoApp, that empowers children to safely use digital smart devices while reducing their exposure to the risk factors for myopia, such as excessive digital screen time, lack of outdoor activity, and unsafe face-to-screen distance; 3) planoEyecheck, a smart online web platform to allow for efficient, convenient, cost-effective and targeted optometry bookings and; 4) predictive analytics and artificial intelligence to identify high-risk children in need of early intervention to reduce the progression of their myopia.

The Plano ecosystem is now trusted by almost 500,000 parents from 10 different countries, including the U.S. and Australia.