

RightEye Expands Human Care Using Tobii Eye Tracking

RightEye is an American company with an easy-to-use commercialized eye-tracking solution, helping **healthcare professionals** and **performance specialists** better treat their patients and clients. RightEye combines its cloud-based software solution with an adapted medical-grade, eye-tracking tablet from Tobii to make the correlation between eye tracking and health more accessible for **doctors, therapists, educators, and athletic performance professionals** across the United States.

How it Began

In 2012, co-founders **Melissa Hunfalvy** and **Adam Gross** met on the tennis court. A former professional athlete and an accomplished human performance researcher, Hunfalvy explained to Gross how she had been using eye tracking to help **improve professional athletes' skills**. Her ultimate pain point with the methodology was the length of time it took to **process and analyze the data** from the eye trackers. Gross was a serial entrepreneur who saw this issue as an opportunity to create a solution that could work on a broader scale.

"That is where RightEye was started - the ability to automate the analysis of eye movement data in almost real time."

Adam Gross, CEO and Co-founder of RightEye

A Business Partnership with Vision Towards the Future

After thoroughly researching various eye-tracking hardware providers, Gross decided to visit **Tobii headquarters** in Stockholm in the summer of 2017. That's where he first saw the Tobii medical-grade tablet (one of Tobii's shipping products¹) and realized it would be the ideal screen-based solution to use with the RightEye software. He worked with Tobii leadership to help adapt the existing hardware, making the sampling rate more robust. By March of 2018, the end-to-end solutions were shipping out to RightEye clients.



¹ Tobii Dynavox I 15+

“What Tobii does well is recognizing where there’s an opportunity,” said Gross. “I think it’s having a vision and the willingness to adjust their own operations, make changes, and think outside of the box to help companies like RightEye become successful. In doing that, they’re lifting up the industry and lifting up Tobii at the same time.”

Tobii also helped RightEye with the information needed to have their solution receive **U.S. Food and Drug Administration (FDA)** clearance. According to Gross, Tobii’s quick responses with detailed, highly technical information were a huge support for his company as they went through the FDA approval process. Because of this successful teamwork, RightEye received FDA clearance in October of 2018.

Aside from the successful teamwork so far, Gross said the partnership is helping them plan for the future, as well.

“Any time you have an integrated solution like we have with the RightEye software and the Tobii hardware, it requires a tremendous amount of testing and integration,” said Gross. “We can’t do it alone. We need to be able to **work with the Tobii team** - we need their attention, and we need answers quickly. That’s what we get with Tobii – **they are constantly evolving and thinking ahead.**”

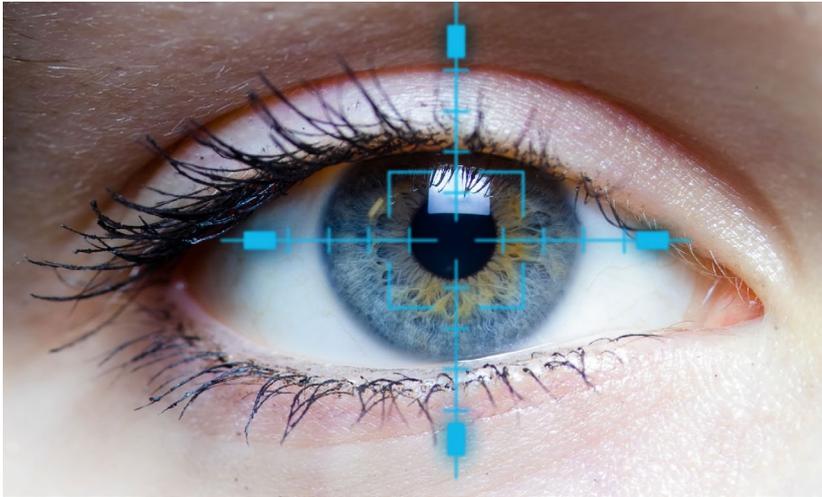
Beyond the hardware’s form factor and accuracy, Tobii’s partnership has provided RightEye with support and a vision for the future with the forward-thinking evolution of the RightEye product line.

Vision Meets the Right Technology

Despite the research that over the years has proved correlation between eye movements and health and performance, there has not been any commercialized solutions out there that benefit care takers and performance professionals. Issues that are associated with someone’s **vision, health, or personal performance** are difficult for doctors to identify. They are not being routinely tested because, in the past, an easy-to-use commercialized eye tracking system with the performance, accuracy and worry-less stability needed has never existed in a health care provider’s office. So, healthcare providers have had to view eye-movement behavior with their own eyes, which can produce very subjective results.

RightEye’s solutions, powered by Tobii’s technology, enable researchers and health professionals to easily understand human eye movement behavior and correlate that to an improvement in health, vision, and performance.

By combining Tobii’s highly accurate and stable technology with scientific research results and turning it into a commercial solution, RightEye is able to bring **revolutionary new assets** into the healthcare market than can change lives. “Our secret sauce is leveraging the science that’s out there to **understand eye movement behavior** and providing an easy-to-understand report to a healthcare provider’s office,” said Gross.



Easy-to-understand reports are provided after measuring the patient's eye moments

RightEye's solutions produce **EyeQ reports** that are designed specifically for **vision health, primary care, sports professionals, and elite military researchers**. These reports are all designed to basically connect the dots from the analysis of eye movement behavior into real-life, easy-to-understand objective and quantifiable data that doctors or scientists can understand and use to help identify the issues that are associated with someone's vision, health, or performance.

The EyeQ reports present objective, quantifiable results in an easy-to-read format. They are clearly organized with patient-friendly graphics and charts. **Basically, RightEye is translating hundreds of collected metrics from the Tobii technology into actionable opportunities for improvement.**

"When I bring someone in front of RightEye and show them how they performed, I don't have to say another word. They just get it."

Cathy Stern, OD, FCOVD, RightEye Client
 My Vision Doctor in Massachusetts



Graphics and charts detailing results

Finding Success with Tobii Eye Tracking

Already from the start, RightEye had a clear vision of the solution they wanted to create. They knew they wanted a ready-made, standalone eye tracking unit that would be stable and easy to use. It was important to give doctors and patients a **frictionless experience**. They also needed to create their own software application for the unit. They found what they were looking for with Tobii.

With adjustments of the frequency rate of the Tobii unit, some changes in the user calibration process and other important customizations that Tobii provided, RightEye was ready to roll out the first version of the product. In parallel, the RightEye software application was created. **From that first meeting at the Tobii office to the product launch, it took just a little more than 6 months.** In addition, the FDA approval process was quick and smooth, partly thanks to the responsiveness from the Tobii technical team.

Why RightEye choose Tobii:



The form factor and accuracy of the product



Long-term visionary thinking and the necessary technical responsiveness

An Eye Tracking Solution That Brings in More Clients and More Revenue

RightEye has seen a huge need in the vision care space for doctors to be able to offer additional services, like **reading, sports vision, and functional vision assessments**. Their eye tracking solution with Tobii has allowed optometrists and ophthalmologists to offer these new services, **increasing the number of patients and the revenue** for each office. Based on eye tracking solutions from RightEye, healthcare providers can differentiate themselves.

"I'm by far the busiest I've ever been and the only thing I've changed is adding the RightEye system."

Cedric Noel, DC, DACNB, RightEye Client Noel Brain & Spine in Georgia

The combination of RightEye's software with Tobii's hardware is allowing **non-expert users to have more comprehensive information** about their subjects and patients. This attracts new patients and gives practitioners new information on existing patients to better treat their issues.

Paving the Way for Future Markets

In the healthcare market, RightEye has been focusing on vision care. However, the company has seen a growing interest with chiropractors, sports teams, urgent care, and hospital systems.

The company believes that **pursuing partnerships is the best way to expand into new, broader markets**. These relationships are enabling RightEye to gain traction in areas where they haven't had experience in the past. Ultimately, these partnerships will help the company achieve its goals and make eye tracking more accessible for more researchers and healthcare professionals. Thanks to power of eye tracking and the **collaboration with Tobii**, RightEye sees **great expansion potential into future markets**.