Gobiquity Introduces GoCheck Kids: First Smartphone App Developed for Pediatric Photoscreening

Pediatricians can now find risk factors for vision loss with fast, convenient, child-friendly device.

Aliso Viejo, CA (PRWEB) August 28, 2014 -- Earlier this month, Gobiquity Mobile Health introduced their flagship innovation, GoCheck Kids™, the world’s first and only pediatric photoscreening application for smartphones used to screen a child’s eyes for risk factors that could lead to vision loss. The pediatrician simply takes a single photograph of the patient’s eyes, and the GoCheck Kids proprietary screening technology automatically detects amblyopia risk factors in seconds. The pediatrician can then determine whether to refer the patient to an eye care specialist for further testing and treatment. By putting photoscreening at physicians’ fingertips, GoCheck Kids empowers them to identify at-risk children earlier, and ultimately prevent permanent vision loss. For a 60-second video overview depicting the capabilities and usage of GoCheck Kids, click on http://www.gochekkids.com/intro.

Studies have revealed that between 15-20 percent of children are at risk of amblyopia, with two percent developing the condition, making it the most common cause of visual impairment and loss in children. Additionally, the economic impact of visual disabilities associated with amblyopia is estimated to approach $23 billion annually, when income and quality of life issues are included. Early detection and referral to a specialist enables doctors to begin treatment as early as possible, ideally before the age of five, when the efficacy of treatment begins to decline. However, traditional vision testing that pediatricians perform with visual acuity charts requires a verbal response, making it impractical for younger patients. Consequently, many children with risk factors are not identified early enough for treatment. Even in the absence of amblyopia, detecting refractive error in a child is developmentally important. GoCheck Kids photoscreening is ideal for young children from 6 months to 6 years; as the process is fast, they are used to having their picture taken with a smartphone and they enjoy the sound effects designed to keep a child’s attention during the test.

Photoscreening is endorsed by the American Academy of Pediatrics (AAP) and the American Association for Pediatric Ophthalmology (AAPOS). However, pediatricians have been slow to adopt photoscreening due to the cost and complexity of purpose-built devices. “By leveraging the smartphone as a medical screening device, we can bring affordable, convenient, and user-friendly photoscreening technology to pediatricians,” said Gobiquity CEO Michael Brownell. “One of our primary goals is to provide innovative tools for pediatricians so that they can deliver preventative care and offer early detection for treatable conditions. GoCheck Kids is the first example of our commitment to bringing mobile diagnostic solutions to doctors around the country. We hope that this will enable many more children to be screened at an early age, and that we can make a real difference in children’s lives.”

“GoCheck Kids will change how pediatricians test for vision conditions,” said Dr. Suzy McNulty, of Mia Bella Pediatrics in Orange County, CA. “It’s fast, exceptionally child-friendly, and most importantly, it is effective at finding patients who are at risk of vision loss.” Dr. McNulty has been evaluating patients with GoCheck Kids in her pediatric practice since January as part of an advanced testing program.

GoCheck Kids will initially be launched to pediatricians in California, with a national rollout planned for the fall. It will be available for zero up-front costs and a nominal usage fee. Pediatricians who use the new technology will be provided with a smartphone pre-loaded with GoCheck Kids and will be billed per
photoscreening or at a negotiated contractual rate depending on the doctor’s screening volume and/or preferences. In addition, the test is reimbursable under the CPT® code for photoscreening. To obtain the GoCheck Kids app and software, pediatricians can contact Gobiquity at 949-330-7304. To request a demo, go to http://www.GoCheckKids.com.

Gobiquity Mobile Health is a prescribed mobile health application company based in Aliso Viejo, California. Gobiquity is committed to being a leader in prescribed mobile health solutions that will ultimately improve healthcare for all patients. By providing clinically relevant applications that are highly accessible and easy to administer, Gobiquity helps support the work of primary care providers to effectively diagnose and efficiently refer patients to sub-specialty providers for optimal and timely patient care.

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