

Will my patients want to rent a device?

**People want to live their best life, which starts by assessing their current state of health.**

- + People are investing in devices that monitor fitness, sleeping habits, and chronic diseases.
- + According to Global Market Insights, from 2019 to 2025 the calculated annual growth rate for wearable medical devices is expected to see a 39% increase.

“My patients appreciate the extended care; I know I am a better provider because of it... and the technology investment significantly improves my bottom line.”

**Peter E. Wilcox OD, FIAOMC**

## iCare HOME2

### 24-hour at home tonometry



For more information, scan,  
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TA023-245-1.0-HOME2-Value-Analysis-Brochure-USA

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# A new era of **glaucoma management**

## iCare HOME2

- + Research supports the clinical benefits of IOP monitoring
- + Measurements can be made in a supine, reclined, or sitting position
- + New smart light guide facilitates proper alignment and measurement distance
- + Provides extensive IOP data supporting treatment decisions



### Why 24-Hour IOP monitoring?

“After 24-hr monitoring, 58% of eyes were followed by advancement of glaucoma therapy: 42% laser surgery, 38% added medication, and 20% laser trabeculoplasty. No clinic based IOP metrics predicted therapy advancement.”

McGlumphy et al, 2021

### What are the experts saying?

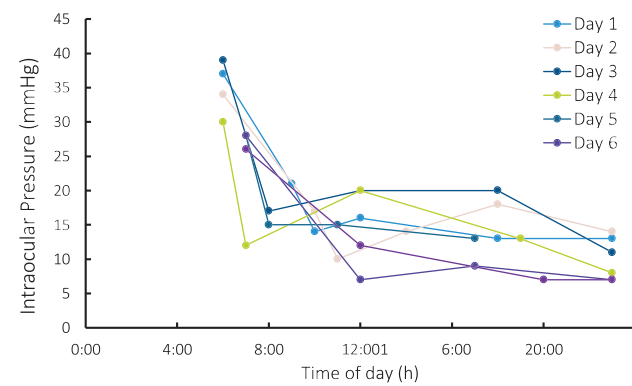
“Even if we do not yet fully understand why these pressure spikes occur, we are learning why some patients’ glaucoma may progress despite their having what appears to be controlled IOP in the office.”

Barbara Wirostko, MD Glaucoma Today 2021

“Studies have shown that over 75% of IOP measurements taken between 7am and 9pm tend to miss the highest point of the diurnal curve and that a higher peak IOP may be an independent risk factor for the progression of glaucoma.”<sup>1</sup>

Liu et al, 2020

The graph below exhibits out of office IOP spikes:



“This patient demonstrated reproducible elevation in IOP to between 25–40 mmHg each morning at approximately 6–7am, despite IOP measuring in the low teens in clinic.”<sup>2</sup>

McGlumphy et al, 2021



### Customize patient care, while **improving your bottom line** with the iCare HOME2 tonometer

- + Training and support from an experienced iCare representative
- + Patient training made easier with the HOME2 smart light guide
- + Model your business plan to accommodate your schedule
- + Start small and see big results!

iCare HOME2 Value Proposition<sup>3</sup>

HOME2 Device Cost	\$2,295	\$2,095
Quantity of HOME2 Devices Purchased	1	5
Initial Investment	\$2,295	\$10,475
Patient Rental Fee per Week	\$200	\$200
Number of Rentals per Month	3	16
<b>Monthly Revenue</b>	<b>\$600</b>	<b>\$3,200</b>
<b>Annual Profit</b>	<b>\$7,200</b>	<b>\$38,400</b>
<b>ROI (Months)</b>	<b>4</b>	<b>3</b>

1 Liu, John et al. Icare Home Tonometer: A Review of Characteristics and Clinical Utility. Clinical Ophthalmology. 2020; 14:4031-4045.  
2 McGlumphy, Elyse et al. Home self-tonometry trials compared to clinic tonometry in patients with glaucoma. Ophthalmol Glaucoma. 2021; Apr 9:S2589-4196(21)00090-9. doi: 10.1016/j.ogla.2021.03.017. Epub ahead of print. PMID: 33845191.  
3 Calculations above based on devices being rented 80% of the time.