THE WELINK.CARE LABEL HAS BEEN AWARDED TO

TILAK
You play, we care

ON THE 19TH OF MARCH 2021

WITH THE HIGH DISRUPTION SCORE OF 73%

WeLink.Care
Label

Dr. Thierry Vermeeren, CEO

The WeLink.Care label uses a composite index scoring the disruption value of a digital solution use case in the daily health practice.
Our expert team has reviewed the preselected digital solution with a set of 35 points of measure, based on interviews, documents research and analysis.

ODYSIGHT RECEIVES THE WELINK.CARE LABEL

Introduction

OdySight has proudly earned the prestigious WeLink.Care Label, a recognition granted only to digital health solutions that demonstrate outstanding innovation and transformative potential in healthcare. This achievement reflects OdySight's exceptional commitment to improving patient outcomes and enhancing the overall healthcare experience for patients and professionals alike.

About the WeLink.Care Label

The WeLink.Care Label was established to provide a rigorous, scientific evaluation framework for digital health solutions. Its goal is to identify and promote those solutions that exhibit exceptional potential to disrupt traditional healthcare models while improving practices and experiences for both patients and professionals. Rooted in a methodology developed during the early days of the COVID-19 pandemic, the label has evolved into a gold standard in assessing eHealth innovations. Solutions that achieve the WeLink.Care Label undergo an exhaustive evaluation by certified experts, relying on more than 50 detailed data points. These assessments ensure that every labeled solution not only meets but exceeds industry expectations in terms of innovation, effectiveness, and alignment with modern healthcare needs. This rigorous process solidifies the WeLink.Care Label as a trusted marker of quality and impact within the healthcare sector.

The Evaluation Process

The evaluation process for the WeLink.Care Label is rooted in a robust and methodologically sound framework designed to assess digital health solutions across multiple dimensions. Each step of the evaluation is carefully crafted to ensure transparency, reliability, and actionable insights, making the process both comprehensive and impactful. The assessment considers five key dimensions: Business Model, Solution Maturity, Change of Practices, and User Experience (both Patient and Professional). These dimensions are further divided into sub-topics that examine aspects such as financial stability, scientific validation, and the adaptability of the solution to different healthcare scenarios. This multi-faceted approach ensures a holistic evaluation of the solution's capacity to create tangible value in the healthcare ecosystem.

Leveraging a combination of internal document analysis, stakeholder interviews, and external research, the process captures a 360-degree view of the solution. Certified experts play a pivotal role in gathering and interpreting this information, ensuring the evaluation is informed by both qualitative and quantitative data points. The methodology aligns with the principles of the Balanced Scorecard to balance technical rigor with practical insights. A critical component of the evaluation involves engaging with key stakeholders, including patients, healthcare professionals, and the solution provider's team. Their input provides real-world perspectives on usability, effectiveness, and integration challenges.

This participatory approach not only enhances the accuracy of the assessment but also identifies opportunities for improvement based on practical experiences. The final stage synthesizes all collected data into a disruption score, which reflects the solution's ability to innovate and improve healthcare practices. This composite score is presented in a clear, dashboard-style format, accompanied by contextual comments that outline the strengths and areas requiring further development. Solutions with high scores are awarded the WeLink.Care Label, signifying their readiness to impact the future of healthcare meaningfully. This meticulous evaluation ensures that the WeLink.Care Label remains synonymous with excellence in digital health, providing stakeholders with confidence in the certified solutions' transformative potential.

ODYSIGHT

Introduction to the company

Tilak Healthcare is a pioneering company dedicated to transforming healthcare through digital innovation. Founded with the vision of addressing critical gaps in patient care, Tilak specializes in developing engaging and clinically validated digital therapeutic solutions. By merging expertise in gaming technologies with medical sciences, Tilak has created a unique niche, offering tools that not only enhance patient adherence but also enable continuous monitoring by healthcare professionals. The company operates at the intersection of technology, healthcare, and user experience, focusing on empowering patients while supporting clinicians with actionable insights. Tilak's commitment to scientific rigor and patient-centric design has positioned it as a trusted name in the digital health industry, gaining recognition for its innovative approach to managing chronic conditions.

The Solution

OdySight, Tilak Healthcare's flagship product, is an innovative mobile application designed to support the monitoring of maculopathy conditions. Developed in collaboration with leading ophthalmologists, OdySight combines medical-grade assessments with engaging gameplay to encourage patient adherence to prescribed care routines. This innovative solution is tailored for individuals managing conditions such as age-related macular degeneration (AMD), offering a modern approach to maintaining vision health. The application empowers patients by providing a seamless way to perform self-assessments from the comfort of their homes. At the same time, it ensures that clinicians receive timely updates about their patients' vision health, enabling early intervention when necessary. OdySight exemplifies how digital tools can enhance healthcare by bridging the gap between patient engagement and clinical oversight.

Features and Benefits

OdySight's primary feature is its gamified approach to self-monitoring, which transforms vision tests into engaging puzzles and games. This unique approach improves patient adherence by turning routine health checks into enjoyable activities. Additionally, the application incorporates advanced algorithms to analyze test results, ensuring that clinicians receive accurate and actionable data to monitor disease progression. Another key benefit of OdySight is its focus on accessibility and convenience. Patients can use the app on their personal devices, eliminating the need for frequent in-person visits. This not only reduces the burden on healthcare systems but also enhances patient quality of life by enabling remote monitoring. Together, these features contribute to better long-term outcomes by fostering proactive health management.

Compliance and Future Outlook

OdySight is fully compliant with stringent healthcare regulations, including GDPR and CE marking standards, ensuring the privacy and security of patient data. Tilak Healthcare's adherence to these standards underscores its commitment to maintaining trust with both patients and clinicians. Looking ahead, Tilak aims to expand OdySight's capabilities by incorporating new features that enhance disease monitoring and patient engagement. The company also envisions broader adoption across global markets, supported by partnerships with healthcare providers and continuous innovation. These efforts will solidify OdySight's position as a leading solution in digital therapeutics for ophthalmology.

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DISRUPTION SCORE

The disruption score for OdySight is notably high, reflecting its innovative blend of medical precision and gamification. Developed by Tilak Healthcare, OdySight is a prescription-based mobile application designed for patients with maculopathies. It integrates digitized vision tests modeled after clinical standards with engaging puzzles to stimulate cognitive and visual abilities. By enabling continuous, remote monitoring and early detection of disease progression, OdySight enhances patient care between treatments, bridging the gap between clinic visits and home management.

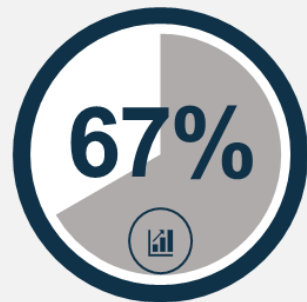## BUSINESS PERFORMANCE
58%
|~ average ~|
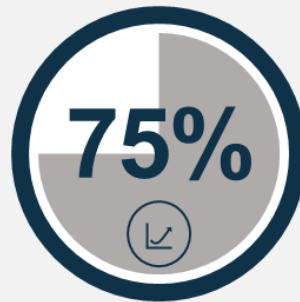
CHANGE OF PRACTICES
75%
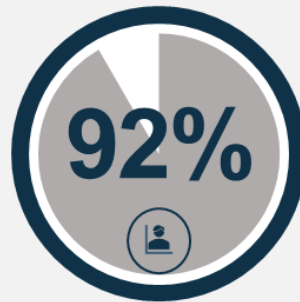|~ significant ~|

DISRUPTION POTENTIAL
73%
|~ high ~|
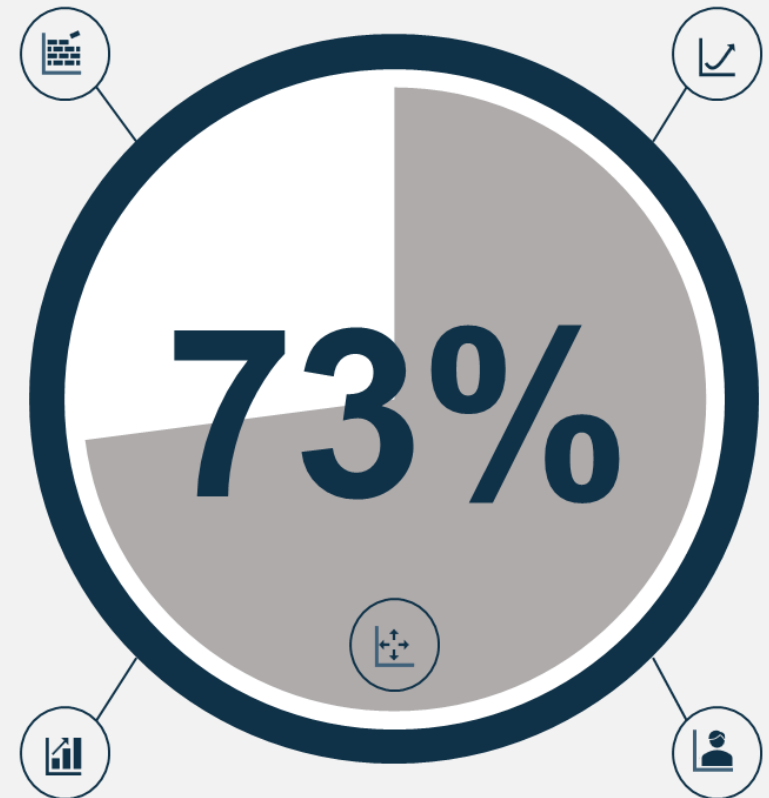
SOLUTION MATURITY
67%
|~ high ~|

USER EXPERIENCE
92%
|~ very good ~|

BUSINESS MODEL

OdySight's business model is average but demonstrates strong growth potential, supported by substantial investor backing, including major fundraisings in 2017 and 2018, with a third round underway. While the solution is not yet profitable, ongoing clinical trials aim to secure reimbursement in France, enhancing its market viability. Already adopted by multiple hospitals, OdySight is expected to scale rapidly, with projected revenues surpassing €1 million. This strategic trajectory underscores its potential for long-term financial sustainability.

BUSINESS MODEL

|~ average ~|

BUSINESS PERFORMANCE

58%
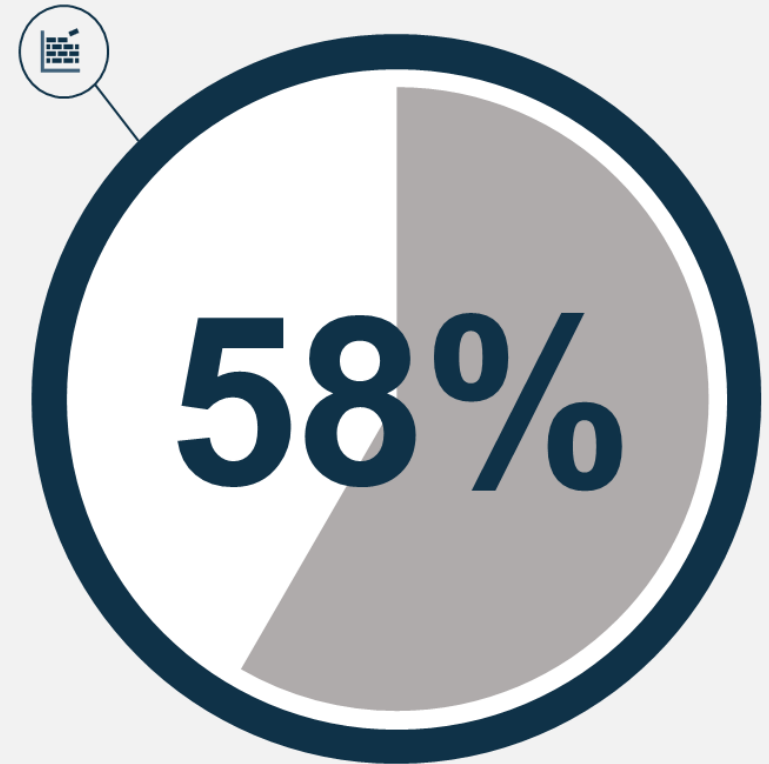
|~ average ~|

COMMERCIAL READINESS LEVEL

7

|~ first sales ~|

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SOLUTION MATURITY

OdySight demonstrates promising solution maturity, bolstered by initial studies that validate its technology and highlight its potential clinical impact. Although randomized and multicenter clinical trials are still needed to establish definitive efficacy, the early results are highly encouraging. As the startup continues to develop and refine its offering, these advancements are poised to significantly enhance its innovation and credibility, paving the way for broader adoption and recognition in the healthcare industry.
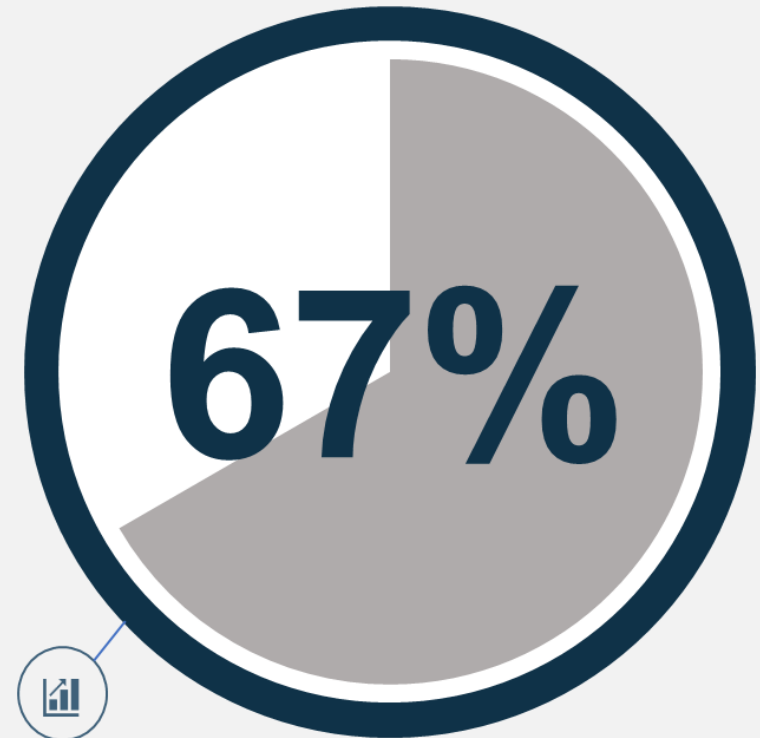
CLINICAL TRIALS
|~ one published study ~|

PREMS & PROMS
|~ insufficient ~|

DESIGN APPROACH
|~ adequate ~|

SOLUTION MATURITY
67%

|~ high ~|

TECHNOLOGY READINESS LEVEL
9

|~ product deployed ~|

CHANGE OF PRACTICES

OdySight significantly impacts healthcare practices by enabling close monitoring of patients with maculopathies, facilitating early detection of disease progression and timely interventions. Acting as a decision-support tool, it empowers healthcare professionals with actionable insights. To further enhance its value, OdySight could integrate interoperability with electronic medical records, streamlining workflows and fostering more seamless collaboration within clinical environments, ultimately contributing to improved patient outcomes and healthcare efficiency.

PRACTICES MEASURE POINTS
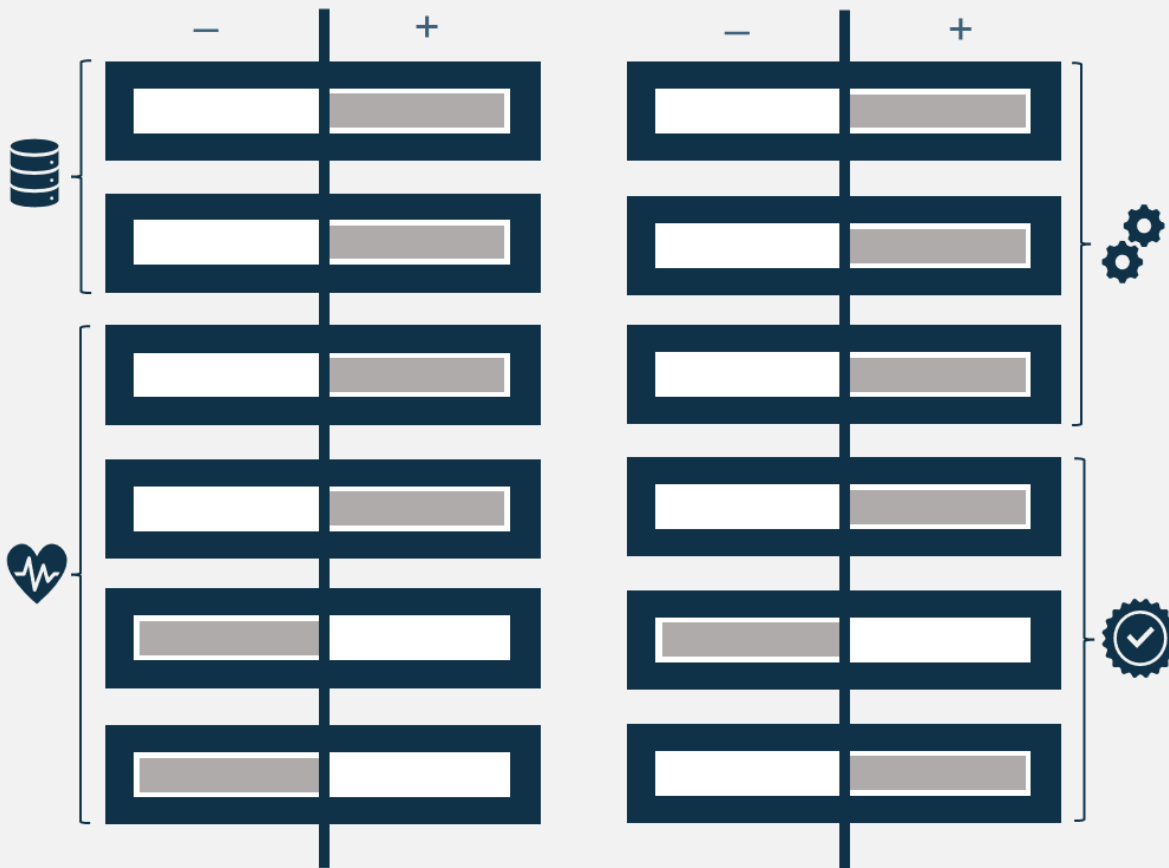
|~ 12 relevant measure points ~|

CHANGE OF PRACTICES

75%
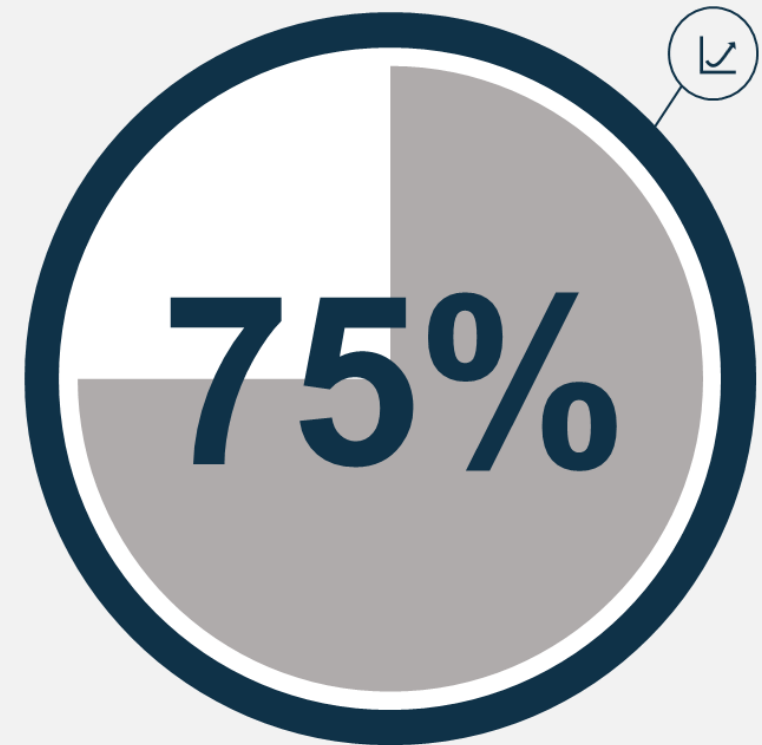
|~ significant ~|

USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

OdySight offers an engaging user experience by providing healthcare professionals with regular, actionable insights into patients' health, ensuring targeted and efficient consultations. Its gamified approach, tailored for individuals with maculopathies, achieves impressive patient retention rates comparable to popular apps like Instagram. Personalized support for clinicians enhances data interpretation, while the application fosters closer patient-doctor connections, especially for anxious patients. Areas for improvement include adding a patient dashboard and implementing daily SMS alerts for enhanced communication.
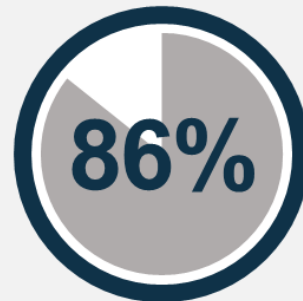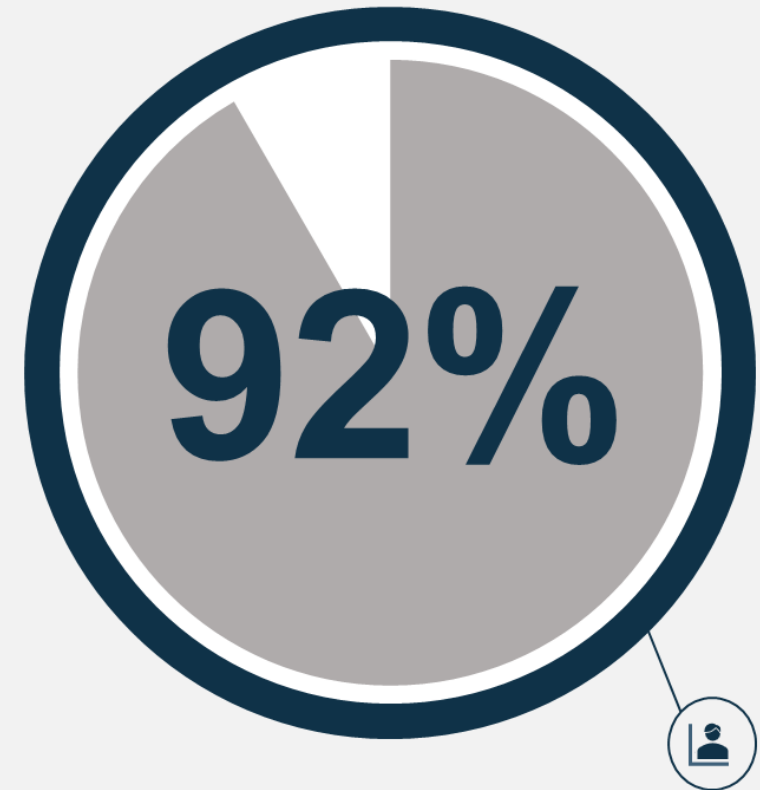

PROFESSIONAL EXPERIENCE

100%
|~ very good ~|

86%
|~ very good ~|

PATIENT EXPERIENCE

USER EXPERIENCE

92%
|~ very good ~|

LINKS AND RESOURCES

https://tilakhealthcare.com/

https://label.welink.care/

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This report is based on the information provided by the scored company, input from various stakeholders, and the application of the WeLink.Care© methodology by OZConsulting. The findings, scores, and evaluations presented are intended solely for informational purposes and do not constitute a guarantee or endorsement of the quality, effectiveness, or commercial viability of the evaluated digital health solution.

The conclusions are drawn from the data available at the time of the study and may not reflect subsequent changes. OZConsulting assumes no responsibility for the accuracy or completeness of the information provided by the scored company or any third parties involved. Any reliance on this report is at the reader's own risk.

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