



For Immediate Release

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SoloHealth™ Introduces Next Generation of Vision Screening Kiosks

EyeSite V3.0 Offers Enhanced Risk Assessment, Promotes Physician Referrals

Atlanta, February 12, 2010.....SoloHealth (www.solo-health.com), a recognized leader in the growing trend toward self-directed health care, has introduced an upgraded version of its popular EyeSite® self-service vision testing kiosk. The new model features an enhanced eye health risk assessment, including an easy-to-understand risk meter, which provides stronger motivation for consumers to seek professional eye care. Enhanced doctor information screens provide additional information about a practice (i.e., practice specialties, insurances accepted, hours of operation, etc.), so that consumers are more comfortable booking an appointment.

“Consumer-directed health care and self-service technology are changing the way health care is delivered in the 21st century,” said Bart Foster, founder and CEO of SoloHealth. “Our EyeSite kiosks are modeling new ways for medical professionals to reach out to consumers and build their practices efficiently and profitably. EyeSite V3.0 will make it easier than ever for consumers to check their own vision and facilitate referrals to participating eye care professionals.” Foster is looking for additional partners and investors to help expand the concept into new markets.

The EyeSite kiosks are currently located in high traffic retail locations such as supermarket pharmacies, in seven states across the country. More than 300,000 consumers have already utilized this advanced kiosk technology, with one-fourth reporting they have never previously had an eye exam. Another 38 percent reported they had not had their eyes tested for more than two years, which the American Optometric Association recommends as a minimum interval between screenings.

“EyeSite is a proven technology that provides targeted and measurable results,” noted Foster. “It delivers patient education and awareness and will drive more people to see an eye care practitioner, more frequently.”

The interactive EyeSite kiosks are free to use and provide consumers with a quick assessment of their near and distance vision. They also assess risk for eye disease and provide relevant eye health information and education. Consumers may also view information on key products and services based on answers to health and lifestyle questions. They are then prompted to schedule a comprehensive eye exam with their existing eye care professional or they may select an eye doctor from a list of local providers. The entire process typically takes less than five minutes.

The kiosks also offer vision-related product and service companies with on-site advertising opportunities, including video ads, digital signage and customized coupons on the printout that consumers receive with their test results.

“This is a proven way to grow the vision care category,” said Foster. “We have collaborated with many industry leaders, manufacturers and industry associations to enhance our consumer messaging. We recently conducted in-depth focus groups, consumer intercepts, as well as analyzed data from over 300,000 people.”

Based in Atlanta, SoloHealth and the EyeSite kiosks have been featured by local and national media over the past year, including stories by CNBC, Forbes, the Atlanta Journal-Constitution, and numerous trade publications. The company has won three Awards of Excellence, including "Best in Show" at the Kiosk.Com Self Service Expo and The Digital Signage Show in Las Vegas. SoloHealth was also selected as one of the 2008 "Top 40" Innovative Technology companies in Georgia by the Technology Association of Georgia.