

Johnson & Johnson vision to pioneer Integrated eye health ecosystem in Singapore

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The new integrated eye health ecosystem will usher in a new standard of eye care, by improving access, capacity, and hyper-personalization of patient care

The infographic is divided into three vertical columns, each with an icon at the top and a text box below. The first column is titled 'Community eye health e-referral network' and features an icon of two people, a clock, and a dollar sign. The second column is titled 'People-centric eye care through AI' and features an icon of a computer monitor with a graph and a red notification bell. The third column is titled 'Telehealth for eye care' and features an icon of a smartphone and a person. At the bottom of the infographic is the Johnson & Johnson VISION logo.

Community eye health e-referral network	People-centric eye care through AI	Telehealth for eye care
Supporting eye care professionals in increasing their capacity in delivering eye care	Integrating AI and data analysis into its consumer journey, with hyper-personalisation as key	Telehealth capabilities to address gap in eye health ecosystem
A two-way e-referral network for community optometrists and specialists	Uses behavioural data to identify consumers most likely to fall off-course in their eye health journey	Aims to provide patients easy access to expert advice; complements in clinic consultations where eye care professionals can follow up with patients easily and conveniently
Ensures timely management of cases, which potentially will help patients reduce waiting times and cost	Sends timely, personalised reminders to encourage them to proactively manage their vision, such as going for an eye exam	Helps future-proof eye health services in the face of access challenges

Johnson & Johnson Vision, a global leader in eye health and part of the Johnson & Johnson Medical Devices Companies, is pioneering an integrated eye health ecosystem to meet Singaporeans' eye health needs at every life stage, with the support of the Singapore Economic Development Board (EDB) for talent development.

Johnson & Johnson Vision will establish a consumer-centric, experiential eye health ecosystem that connects key stakeholders in the eye health journey – patients or consumers, caregivers, eye care professionals, and other industry stakeholders – seamlessly. The ecosystem will be built to meet these objectives:

- Support eye care professionals by increasing their **capacity** to provide eye health and care services, by combining in-depth industry expertise with innovative digital capabilities;
- Increase Singaporeans' **access** to eye health and care; and
- Improve **knowledge** of eye health and vision needs among the public, through hyper-personalization of patient care.

The ecosystem will focus on "data and digitalization" initiatives that will ensure eye health in Singapore keeps abreast of technological advancements into the future. Mapped out across a three-year roadmap, key initiatives that will be piloted include a community eye health e-referral network, people-centric eye care powered by Artificial Intelligence (AI), and telehealth (see visual below for more information). The ecosystem is intended to lead the way for delivery of eye care in the Asia Pacific region, and be the gold standard for eye health innovation.

Johnson & Johnson Vision is projected to invest in excess of SGD 10 million over three years to complement its existing activities to improve access, capacity, and hyper-personalization in the delivery of eye care in Singapore. These include:

- Research partnership with Singapore National Eye Centre (SNEC) and Singapore Eye Research Institute (SERI)
- AI Singapore (AISG) partnership

- Johnson & Johnson Vision's consumer-centric mobile platform

This project will also provide exciting job opportunities in Singapore for digital talent to enter and support the growing healthcare sector. With a focus on data and digitalization, this project is intended to foster up to 40 local next-generation talent in leadership positions with the support of EDB. These talents will drive key initiatives across 26 different professions, covering areas such as cybersecurity, user interface (UI) and user experience (UX) design, AI development, and blockchain.