

# ICARE WEBINAR SERIES

*“Building online conversations with clinicians resulted in sales enquiries for Icare Finland”*

## INTRODUCTION

Globally, 35.4% of people with diabetes mellitus were estimated to have diabetic retinopathy in 2012 and 11.7% had sight-threatening disease.

In 2017, 73 of the 451 million people with diabetes worldwide (16.2%) lived in India.

Studies carried out in the country over the last decade reported that diabetic retinopathy prevalence were approximately 9.6% in rural areas and 18.0% (255/1414) in urban areas; the rates of sight-threatening retinopathy in the two areas were 3.8% (45/1190) and 6.6% (39/592), respectively.

Risk factors for diabetic retinopathy include longer duration of diabetes, poor diabetes control and hypertension. Evidence from high-income countries indicates that the risk of visual loss from diabetic retinopathy can be reduced by strategies such as better control of blood glucose and hypertension and regular screening to detect individuals with sight-threatening diabetic retinopathy, followed by confirmatory diagnosis and appropriate management.



# STAKEHOLDERS INVOLVED

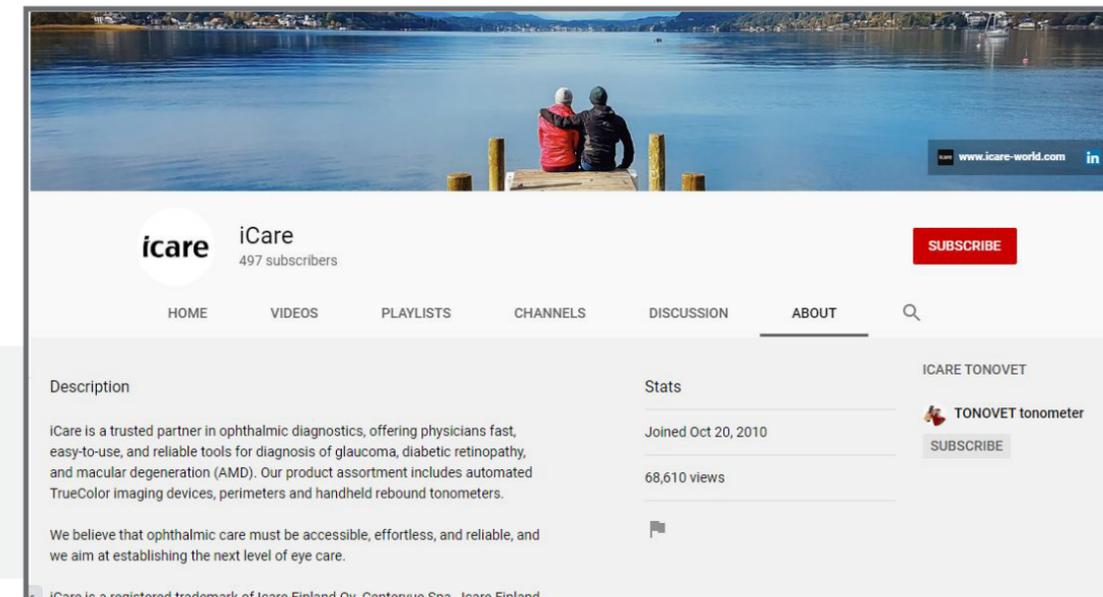
## Icare Oy

Sight is one of the most important senses. Icare works passionately to protect it. Icare believes that eye care must be effortless, accurate, and reliable. With their innovative, high-quality solutions they want to help eye care professionals to do their job faster, easier, and more precisely.

The Icare® tonometer has obtained world wide official clearances (CE, US FDA, CFDA etc.) and tens of thousands of satisfied users in over 75 countries. Clinical studies show that the data obtained by Icare® is fully comparable to measuring results with the Goldman Applanation Tonometer (GAT). Icare Finland is a part of Revenio Group Corporation, a public company listed on the Helsinki Stock Exchange.

Icare website: <https://www.icaretonometer.com>

**Icare YouTube Channel:**  
<https://www.youtube.com/user/Icarefinland>

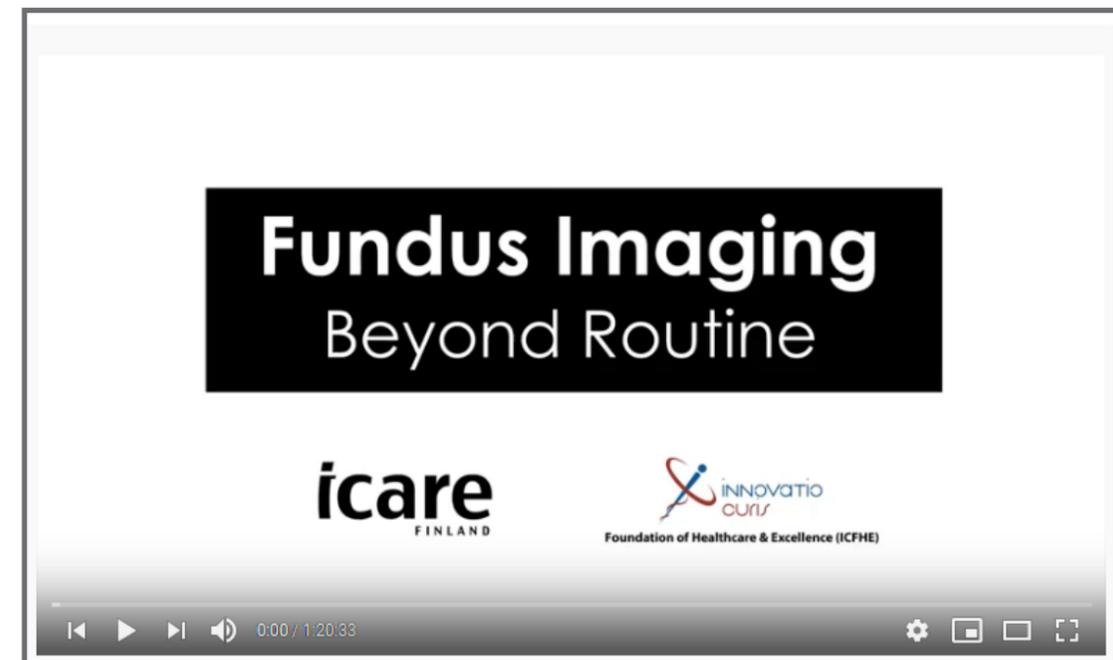


# InnovatioCuris Foundation of Healthcare & Excellence (ICFHE)

InnovatioCuris (IC) and IC Foundation of Healthcare Excellence are focused on Healthcare Innovations, they work with an ecosystem of top experts, healthcare organisations, governments and clusters to promote innovation in the health sector. The organisation has a mission of bringing down the healthcare delivery cost and improving the quality of care. We do this by writing books (one, two), publishing a magazine, running webinars, organising innovators club meetings, organising international conferences , market access programs and Training and Consulting. Right now our reach is global with a growing community of 85,000+ health experts.

Also, we have a cause based project for type 2 diabetes, find it here:  
[www.ExperimentsWithSugar.in](http://www.ExperimentsWithSugar.in)

Past webinars under ICFHE:  
<https://bit.ly/icfhewebinarplaylist>



# PROGRAM DESIGN

The not-for-profit arm of InnovatioCuris, ICFHE was the technical partner for Icare for a series of webinars on the topics:

- Solving Diabetic Retinopathy diagnosis through Artificial Intelligence
- Fundus imaging beyond routine



[https://youtu.be/D5DG\\_la01eI](https://youtu.be/D5DG_la01eI)



[https://youtu.be/\\_rRpZL3okKg](https://youtu.be/_rRpZL3okKg)

InnovatioCuris coached this innovative company to enter the Indian healthcare market back in 2017 on various fronts helping them connect with the right partners.

# Responsibilities of ICFHE



*Expert/ Resource person suggestions*



*Technical and logistic support*



*Designing of marketing collaterals*



*Marketing of the webinar*



*Overall conduct of the webinar*

## DIGITAL FOOTPRINT



**8**

*speakers across 2 Webinars*



**900+**

*clicks on the registration link*



**320+**

*registered*



**170+**

*attended*



**20%**

*more attendance than industry average*



**51.7/ 60 minutes**

*Average of the attendance duration*



**91+**

*Average interest rating*

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