

# Digital Diagnostics

## Company Overview



### About Digital Diagnostics

Digital Diagnostics is a healthcare technology company that designs and implements artificial intelligence systems that diagnose disease by analyzing high-quality images.

Digital Diagnostics mission is to benefit patients by using technology to make healthcare high quality, easy to access, affordable, and available to everyone.

Built on a foundation of bioethical principles, Digital Diagnostics' AI algorithms minimize bias, and increase access to the highest quality care for underserved rural and minority populations.

Uniquely, Digital Diagnostics assumes liability for the performance of its AI algorithms.

### Our Flagship Product: LumineticsCore™

LumineticsCore™ is an FDA De Novo cleared autonomous AI for use in front lines of care to diagnose diabetic retinopathy (including macular edema).

- LumineticsCore enables non-eye care providers to administer a diabetic retinopathy exam leading to a diagnostic result
- No specialist overread and no telemedicine callbacks required
- Completed by existing staff with minimal training
- Immediate diagnostic results at the point-of-care

### At A Glance

**Company Name:** Digital Diagnostics

**Headquarters:** Coralville, IA U.S.

**Founded:** 2010

**Employees:** 100+

**Mission:** To benefit patients by transforming the accessibility, affordability, equity, and quality of global healthcare through the application of technology in the medical diagnosis and treatment process.

**Founder and Executive Chairman:**

Dr. Michael D. Abramoff

**Co-Founder, CEO :** John Bertrand

**Co-Founder, President:** Seth Rainford

**Strategic Investors:** 8VC, Optum Ventures, Alpha Edison, Heritage Provider Network, KKR, Cedar Pine, Kinderhook, Optum Ventures, OSF Ventures, Gundersen Health System, Edward – Elmhurst Health Venture Capital, University of Iowa

LumineticsCore includes all components needed for easy placement in retail, primary care, and similar clinics:

- Highly accurate AI-based diagnostic algorithm paired with a smart robotic retinal camera
- Easy to use operator interface
- Interactive user interface to guide the operator through the exam
- Comprehensive user training program

## Digital Diagnostics Timeline

- » **2010:** IDx [now Digital Diagnostics] founded by Michael Abramoff, MD, PhD, a retina specialist, computer engineer, and neuroscientist
- » **January 2017:** IDx [now Digital Diagnostics] launches a prospective, pre-registered clinical trial to test the safety, efficacy, and equity of IDx-DR [now LumineticsCore] in primary care settings
- » **February 2018:** IDx-DR [now LumineticsCore] receives “Breakthrough Device” designation from the FDA
- » **April 2018:** IDx-DR [now LumineticsCore] granted first FDA NeNovo clearance for an autonomous AI diagnostic in any field of medicine
- » **August 2018:** Results of IDx-DR [now LumineticsCore] clinical trial published in Nature Digital Medicine
- » **September 2018:** IDx [now Digital Diagnostics] secures \$33 million in venture capital funding to further develop diagnostic systems for its AI product suite
- » **February 2019:** IDx-DR [now LumineticsCore] adoption expands to include endocrinology clinics, internal medicine clinics, diabetes education centers, and more
- » **June 2019:** The AMA’s CPT Editorial Panel accepts a new category 1 CPT code facilitating reimbursement of the IDx-DR [now LumineticsCore] exam
- » **November 2019:** IDx-DR [now LumineticsCore] launches in retail health
- » **December 2019:** ADA includes FDA-cleared AI in 2020 Standards of Medical Care in Diabetes
- » **July 2020:** NCQA publicly clarifies that IDx-DR [now LumineticsCore] meets the criteria for HEDIS to close the eye exam for people with diabetes care gap
- » **August 2020:** IDx rebrands as Digital Diagnostics to reflect expanded product pipeline
- » **August 2020:** Digital Diagnostics acquires 3Derm Systems Inc. of Boston, MA
- » **June 2021:** Digital Diagnostics and Orbis International announce study to help save sight in Bangladesh
- » **March 2022:** Digital Diagnostics and Baxter Int. announce new partnership
- » **July 2022:** Digital Diagnostics and Kingdom of Saudi Arabia sign intent to provide preventative healthcare to 35M with diabetes
- » **August 2022:** Digital Diagnostics secures \$75 million in Series B funding round led by KKR
- » **February 2023:** Digital Diagnostics and Tamer Healthcare announce strategic partnership in Kingdom of Saudi Arabia
- » **March 2023:** Digital Diagnostics rebranded its flagship product, the AI diagnostic system formerly known as IDx-DR, to LumineticsCore™
- » **October 2023:** Digital Diagnostics and Orbis International announce results of productivity study in Bangladesh