



2025 MEDIA PLANNING KIT

*Transforming Lives Through Instructor-led,
Simulation-based Cataract Surgery Training*



[Helpmesees.org](https://helpmesees.org)

Amanda Kronberg
pr@helpmesees.org (media inquiries)



MISSION ZERO: ERADICATING WORLD BLINDNESS

Cataract is one of the leading causes of preventable blindness worldwide.

90%

of the **100 Million individuals** suffer from cataract-related blindness live in developing countries,^{1,2} and only 17% have access to an appropriate intervention.³ Estimates show a great disparity in effective cataract surgery care (ie, the number of people in a population who have been operated on for cataract versus the number who have had a good outcome), from 70.3% in Hungary to 3.8% in Guinea Bissau.⁴

Year
2050
2X

Additionally, it is estimated that, by 2050, the number of individuals affected by cataract will increase to 200 million.⁵ With such great disparity between the number of individuals in need of cataract surgery and the availability of trained professionals, there is an urgent demand for innovative solutions to bridge the growing eye care gap.

1. GBD 2019 Blindness and Vision Impairment Collaborators; Vision Loss Expert Group of the Global Burden of Disease Study. Causes of blindness and vision impairment in 2020 and trends over 30 years, and prevalence of avoidable blindness in relation to VISION 2020: the Right to Sight: an analysis for the Global Burden of Disease Study. *Lancet Glob Health*. 2021;9(2):e144-e160.

2. Orbis International. Global blindness was slowing prior to pandemic study reveals. Accessed July 29, 2024. <https://www.orbis.org/en/news/2021/new-global-blindness-data>

3. National Eye Institute. Visual impairment, blindness cases in U.S. expected to double by 2050. May 19, 2016. Accessed July 29, 2024. <https://www.nei.nih.gov/about/news-and-events/news/visual-impairment-blindness-cases-us-expected-double-2050> McCormick I, et al. *The Lancet*. 2022;10(12):e1744-31753.

4. World Health Organization. Blindness and vision impairment. August 10, 2023. Accessed July 29, 2024. <https://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment>Top of Form

5. Nair AG, Ahiwalay C, Bacchav AE, Sheth T, Lansingh VC. Assessment of a high-fidelity, virtual reality-based, manual small-incision cataract surgery simulator: A face and content validity study. *Indian J Ophthalmol*. 2022;70(11):4010-4015.



WHO IS **HelpMeSee**

HelpMeSee is a global nonprofit organization dedicated to restoring vision to millions of individuals affected by preventable blindness from cataracts.

Our mission is to eradicate cataract blindness worldwide through simulation-based training. Our vision is to be the world leader of innovative and scalable surgical eye care simulation-based training solutions. HelpMeSee's revolutionary approach to addressing the shortage of trained cataract surgery professionals involves the use of cutting-edge technology to provide virtual reality simulation-based training to aspiring cataract specialists. The HelpMeSee Eye Surgery Simulator offers high-fidelity spatial, visual, and tactile realism and incorporates instructor-led training courses and repeated surgical simulation practice in an environment virtually indistinguishable from real surgery. This technology has been validated to reduce surgical errors by about 50%, demonstrating its efficacy in preparing cataract specialists for real-life scenarios.⁶



MAKING AN IMPACT

3,000+

trained cataract
specialists

*more than three thousand cataract
specialists trained globally*

15

established
training hubs

*Fifteen established training hubs including
strategic partnerships with universities and
hospitals. HelpMeSee Eye Surgery
Simulator locations through the years
include India, Madagascar, Mexico, China,
France and the USA.*

30,000+

cataract surgery
procedures per career

*Cataract specialists who train with the
program can perform more than 30,000
surgeries over their career impacting their
local communities.*

MEET OUR EXPERT INSTRUCTORS

Are you writing an article on global blindness, simulation-based training, or other topics that involve cataract surgery training or community outreach?

Our expert instructors can help! HelpMeSee instructors prepare trainees for real-world surgical scenarios using state-of-the-art ophthalmic simulation-based training to provide a realistic, hands-on learning environment. They play a pivotal role in elevating the standard of eye care and, with their help, we are making strides in improving eye health and eradicating cataract blindness, one training session at a time.



DR. JEAN MARIE ANDRE-VALENTINI

Chief Instructor, Africa and Europe,
Antananarivo, Madagascar



DR. TERESA DIAZ FLORES

Lead Instructor, Querétaro, Mexico



DR. NASAR MOHAMMED

Instructor, New Jersey, USA



DR. KARLA PAMELA GONZÁLEZ DAHER

Instructor, Querétaro, Mexico



DR. KIMAYA CHAVAN

Lead Instructor, Mumbai, India



DR. CHETAN AHIWALAY

Chief Instructor, Mumbai, India



DR. ASHISH BACCHAV

Chief Instructor and Lead Simulation Subject
Matter Expert, Mumbai, India



DR. MINAL SHAH BALDOTA

Chief Instructor, New Jersey, USA



MEET OUR CEO

BONNIE AN HENDERSON, MD

Bonnie An Henderson, MD, joined HelpMeSee as its president, chief technology officer, and head of global innovation and technology in October 2023. Dr. Henderson is an internationally recognized expert in the fields of cataract and refractive surgery, past president of the American Society of Cataract and Refractive Surgery, and a clinical professor at Tufts University School of Medicine. She has authored more than 175 articles, papers, book chapters, and abstracts and has delivered more than 300 invited lectures worldwide; published five textbooks in cataract and refractive surgery; and is the founder of EnVision Summit, an international ophthalmology meeting to support and empower women leaders in medicine.

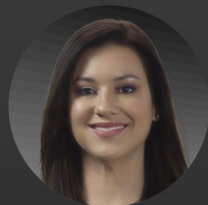
TESTIMONIALS

HelpMeSee aims to empower local eye care providers by providing them with access to specialized skills training through instructor-led, simulated surgical scenarios. This lays the foundation for long-term systemic change and sustainability in global eye care.



"The consistency and the condensed nature of [the HelpMeSee program] was invaluable. Not only was the hands-on aspect extremely valuable, but [so was] the ability to do repetition after repetition because you have that instant feedback...from the technical data from the machine but from two experts watching."

Bethany Rommel, MD



"[Practicing on] pig eyes is not great. ... It doesn't feel the same, and once you do surgery you know it's not the same, so you lose confidence in what you are doing or maybe not pay that much attention because you know you just won't be able to translate that into real life. But with the simulator, the cornea felt like the cornea. ... Even someone who has been in practice for 30 years would get knowledge from it."

Gabriela J. Trabal-Yulfo, MD



"When I used the HelpMeSee simulator for the first time, I was impressed by its tactile feedback. It is a great tool to teach novice surgeons before hands-on patient experience to reduce surgical complications."

Kimaya Chavan, MD

Consultant Ophthalmologist and HelpMeSee Lead Instructor, Mumbai, Indiammel, MD

Through simulation-based learning, innovative technology, and a commitment to excellence, HelpMeSee is bridging the global cataract surgeon gap and providing more individuals around the world with sight-restoring surgery.

MULTIMEDIA RESOURCES

Looking for an image, video, or infographic to use in your publication? Browse the HelpMeSee libraries for inspiration. These assets may be used with courtesy to HelpMeSee.



Photo Library

HelpMeSee



Video Library

HelpMeSee



PRINTED MATERIAL RESOURCES



News

HelpMeSee



Research & Publication

HelpMeSee





HelpMeSee, Inc.

1 Evertrust Plaza, Suite 308

Jersey City, NJ 07302

+1 844-435-7637 (toll-free in the U.S.)

+1 212-221-7606 (international)

Media Contact

Amanda Kronberg

Amanda.kronberg@helpmesees.org

General Contact

General Contact: pr@helpmesees.org