

# KeepSight – Protecting vision from diabetes



Diabetes is the leading cause of vision loss in working age Australians. But it shouldn't be. Almost all vision loss from diabetes is preventable.

We now have a once-in-a-generation opportunity to dramatically reduce rates of diabetes-related vision loss in Australia by introducing a national diabetes eye screening program.

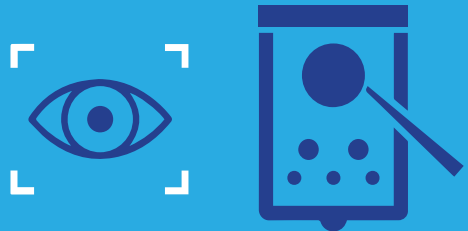
## How does it work?

The concept of KeepSight is simple – increase the number of people with diabetes having eye checks within the clinically recommended timeframes.

To do this, we'll be rolling out a large-scale marketing campaign to drive 1.27 million people registered on the National Diabetes Services Scheme (NDSS) to make an appointment with the eye care provider of their choice for an eye check.

This includes targeted messaging through emails, SMS, social media – targeting people on the NDSS to have an eye check and sign up for future recall and reminder alerts.

We'll be building a public, secure website to support this eye check alert and reminder system. The date of the person's last eye check will be recorded with KeepSight and then securely transmitted to the NDSS. This will trigger recall and reminder notices to the person with diabetes when it's time to have an eye check.



Founding partners:



## Why do some people lose their sight from diabetes?

Up to 98% of vision loss from diabetes is preventable if detected and treated early enough.

But at the moment around 50% of people with diabetes – 630,000 people – aren't getting their recommended eye checks.

## What's the role of health professionals?

Eye care and diabetes health professionals are critical to the success of this program. They will encourage people to be part of the program, and ultimately help thousands of extra people with diabetes to get their eyes checked.

## Who is involved?

The Australian Government is funding the initiative, with an initial grant of \$1 million to Diabetes Australia for one year. Additionally, Specsavers has committed a grant of \$1 million a year for five years.

Founding partners include Diabetes Australia, Vision 2020 Australia, Oculo and Specsavers. Other eye and diabetes sector partners will be encouraged to get involved.



# Together

we can dramatically reduce rates of diabetes-related vision loss and blindness across Australia.



**KeepSight**  
Protecting vision from diabetes



**KeepSight**

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