

BostonSight offering the only FDA approved Sclera Lens Prosthetic Device for Therapeutic Indications



Gene Guselli, MBA
President and
Chief Executive Officer

BostonSight
www.bostonsight.org

Interview conducted by:
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CEOCFO Magazine

CEOCFO: *Mr. Guselli, you have been CEO for a few months now. What attracted you to BostonSight?*

“Our dream would be to be able to provide a large diameter scleral lens to anyone in the world who could benefit from it, regardless of their ability to pay. We do everything we can from a mission-driven perspective to promote research development and innovation throughout the industry. What we are constantly striving to do and what we will be introducing to the market in 2017 will be a better and more efficient way to design, fit and provide large diameter scleral lenses to more people at a more affordable cost.”- Gene Guselli, MBA

Mr. Guselli: I have been in healthcare for over 35 years. I started out working in large academic teaching hospitals where I was very close to the delivery of care. Then, through a variety of other healthcare related experiences, I got away from that. What attracted me to BostonSight was the opportunity to return to my roots in clinical care. To come to work in a clinic where people are being cared for every day. It is so gratifying to be able to see the reaction that patients have when they come to our clinic and receive BostonSight PROSE treatment for ocular surface disease. To see the instantaneous reaction when they are able to open their eyes without pain. It's pretty moving.

CEOCFO: *Would you tell us about the services BostonSight provides?*

Mr. Guselli: BostonSight PROSE (Prosthetic Replacement of the Ocular Surface Ecosystem) treatment utilizes the only scleral prosthetic device that is approved by the FDA for therapeutic indications. Over the course of more than 20 years, the organization has developed very sophisticated, doctor driven design to fit software, which allows the doctor to visualize device design changes in real time and highly customize the shape of the prosthetic device in up to eight different ocular hemi meridians. Clinicians can also independently manipulate all front and back surfaces of the prosthetic device so that each one is unique to the patient's eye shape, disease profile and treatment goals. This intensive medical model gives patients who have severely irregular or distorted corneas a treatment solution that is customized specifically to their needs.

CEOCFO: *Why are you the only ones doing this?*

Mr. Guselli: We are not the only organization who provides large diameter scleral prosthetic devices, but our technology allows us to fit the most severely diseased corneas. Traditionally, we have been the solution of last resort for patients who have gone through a variety of different treatment options up to and including corneal transplant. Initially our purpose was to care for people with the most diseased eyes. On any given day in our waiting room here at our Needham MA Center of Excellence, you will find patients from various parts of the world. To make treatment more accessible, we affiliate with large academic medical centers throughout the United States, and we have train their optometrists to provide PROSE treatment. We provide all of the training and support that is necessary for PROSE to be offered. Using our proprietary Design To Fit software, we manufacture all of the devices here in Needham on high precision lathes for all of the patients at our 12 domestic BostonSight PROSE Network locations, as well as four international partners in India and Japan..

CEOCFO: *What is involved in training to use the system?*

Mr. Guselli: The BostonSight PROSE Clinical Fellowship is a nine week training program for residency trained optometrists at our state-of-the-art facility in Needham, MA. The reason why it takes so long is because of what we refer

to as the medical model. This is not just a soft contact lens or a gas permeable corneal lens; this requires the work of an optometrist and an ophthalmologist, interfacing with our Design to Fit software that creates this highly customized prosthetic device. Understanding the application of that medical model and how to interface with the Design to Fit software, which programs the design of the lens to our lathe cutting machines, is a time intensive but critical part of training clinicians in how to effectively provide PROSE treatment.

CEO CFO: *How are you supporting what you are doing as a nonprofit organization?*

Mr. Guselli: We are a 501(c)(3) nonprofit organization, and we derive our revenue from three different sources. The first is the optometrist's time spent caring for patients. Our second source of revenue is reimbursement from our network providers for the prosthetic devices we manufacture and ship to them. The third source of revenue is charitable donations, which are primarily used to offset the cost of care for patients who do not have the ability to pay.

CEO CFO: *Is it typical for a nonprofit to be a manufacturer? What are the conflicts?*

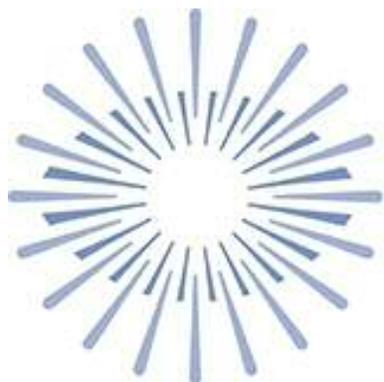
Mr. Guselli: We adhere to all of the standards and compliances that are required under the FDA, OSHA and the other regulatory bodies that would typically control and regulate the manufacturing of medical devices. In that way, we are no different than a for profit organization from a manufacturing point of view. However, because we provide a significant amount of financial assistance to our patients, we maintain our 501(c)3 status.

CEO CFO: *It sounds like you have a lot more to oversee than at a typical organization!*

Mr. Guselli: It is interesting. There are so many nonprofits with so many different missions and visions, that it is hard to make an apples-to-apples comparison. But in the eye healthcare world, we are in a unique position because what you typically find in the for profit world in eye care are people who will design and manufacture large diameter scleral contact lenses. We are unique in that we operate under a fully integrated medical model. Not only do we design and manufacture lenses, but we deliver compassionate, patient-centered care.

CEO CFO: *What is next for BostonSight?*

Mr. Guselli: We pride ourselves in being leaders in the ocular surface technology industry from a research, development and innovation standpoint. We have generated a large number of peer-reviewed publications and research papers that we distribute throughout the industry. Our mission is really to provide solutions to patients throughout the world. Our dream would be to be able to provide a large diameter scleral lens to anyone in the world who could benefit from it, regardless of their ability to pay. We do everything we can from a mission-driven perspective to promote research development and innovation throughout the industry. What we are constantly striving to do and what we will be introducing to the market in 2017 will be a better and more efficient way to design, fit and provide large diameter scleral lenses to more people at a more affordable cost.



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