



# Annual Review 2024

 peek vision

Making the invisible, visible.

Gayatri receives a vision test at her home as part of the Dr Shroff's Peek-powered eye health programme in Mohammadi, India. **Credit:** Dr Shroff's Charity Eye Hospital/Peek Vision



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Making the invisible, visible.

**Front cover:** Peek partners from The Fred Hollows Foundation in Embu Kenya, part of the CBM Christian Blind Mission Vision Impact Project. **Credit:** The Fred Hollows Foundation/Michael Amendolia

# Introduction



Ram Sanehi is a grandfather in India. For fifteen years he couldn't walk alone because he couldn't see. In late 2024, a small but mighty team of community screeners from his local eye hospital arrived at his village home to screen his vision using Peek. They identified him as having a cataract in one eye and scarred cornea in the other and used the app to refer him for surgery.

If it wasn't for that visit, Ram might have stayed blind for the rest of his life. Instead, I was fortunate to meet him a few days later as his bandages were removed and he saw the world clearly again after more than a decade in the dark. A simple test in someone's home or community can connect them with the care they need and bring hope.

We are accelerating our impact at Peek Vision. It took four years for the first 250,000 people to be connected to care using Peek and only two more years to grow that to one million.

By the end of 2024, our partners had used Peek to screen over 11 million people and connect over one million to care. We've established pivotal partnerships with leading NGOs like CBM Christian Blind Mission, The Fred Hollows Foundation, and Sightsavers, while securing national government agreements, notably in Kenya where all major eye health NGOs now use Peek.

Our product is intuitive, powerful and highly flexible. We've invested in our team and listened to our users and partners, resulting in a product which is designed with ever-increasing insight. It's yielding tangible results. Building on a decade of research and development, we've



transformed Peek from a "promising idea" into a product and team that delivers.

I'm looking forward to the coming year with optimism, but we cannot be complacent. We are working in challenging environments with a lot of uncertainty.

Our audacious goal is to support our partners to do something that's never been done before: reverse growing levels of vision loss and blindness, ensuring nobody is left behind. To do that, we need to not only continue increasing our reach, but support our users and partners to go beyond connecting people to care. That means making the quality of care everyone receives visible, with actionable insights to improve it.

All this will need us to be at our best, to grow our team, to fundraise and unlock new resources. We will need to work with our partners and allies to test entrepreneurial models setting us on a path to sustained, quality eye care for everyone.

For Ram, his restored sight meant connection to his family, independence and dignity. But there are millions of people like him still waiting. We will continue to work tirelessly, innovatively and with focus to bring better vision and eye health to all. We're only just beginning to see what's possible.

**Andrew Bastawrous**  
CEO and co-Founder of Peek Vision

# Testimonials

"I'm thrilled to introduce another impressive annual review for Peek Vision. As Chair of the Peek Vision Foundation Board of Trustees, it's exciting to follow our exponential growth and shape our plans for the future. The testimonials here are a testament to Peek's ongoing success. Peek's impact speaks for itself."

**Martin Frost CBE**  
Chair of Peek Vision Foundation  
Board of Trustees



"Before Peek-powered programmes we used to screen door to door using their free app, and it was good, but we didn't have anywhere near the amount of detail that we do now. I can see every person who has been referred to my vision centre and can track who turns up. Now we are using Peek, I no longer need to go into the field at all – I can rely on the community health workers to make referrals."

**Priya Sarkar**  
Optometrist, Aliganj Vision Center, India



"At the end, we in CBM Christian Blind Mission want to make a difference in the lives of individuals. As Peek's anchor partner, CBM has been the major driving force behind the million people connected to care using Peek. These people were not only identified as requiring care but connected to the services they needed."

**Dr. Rainer Brockhaus**  
CEO of CBM Christian Blind Mission

"Peek Vision stands at the intersection of innovation and sustainability, demonstrating how technology can transform healthcare systems. By providing accessible, affordable eye care solutions, they have rapidly expanded their reach and impact while keeping costs low."

**Lucille Foundation Trustee**  
Generous supporters of Peek since 2018

# What we do



## THE PROBLEM

1.1 billion people live with vision loss and this number is growing. Yet 90% of vision loss cases can be treated or prevented. Vision loss costs the global economy over US\$410 billion annually.

Despite this vast need, eye health specialists are in short supply in most places. The global majority of patients are invisible to health systems that lack resources to find and prevent them from losing their vision.

## OUR SOLUTION

By the end of 2024, our partners had deployed Peek in over 80 eye health programmes across 12 countries. Our partners use Peek for smartphone-based vision screening, data capture and powerful data insights.

Non-specialists can screen people for vision problems in their communities, schools and workplaces. Programme managers can track patient journeys to see where people are being left behind and improve efficiency.

## OUR OUTCOMES

- **2.5x more people** can be screened with our clinically-validated screening app
- **16x more people** can reach care with text message referral reminders and patient monitoring
- **Cost 6x less** per completed referral with data-driven programme design

## OUR IMPACT

11 million people have been screened and over one million connected to care in Peek-powered programmes as of December 2024.

## OUR AUDACIOUS GOAL

By 2050, together with our partners, we reverse the global trend and prevent 1.25 billion people from losing their vision.

### Connected to care: a metric that matters

Connected to care means that an eye health patient is **identified and successfully completes their journey to treatment** - whether receiving immediate care or attending further referrals to specialist appointments.

Conventionally, eye health services can only feasibly track the number of people they screen and treat. Those who drop out of the pathway to care remain invisible. In most cases, that means they will needlessly go without treatment. Peek makes these people visible by giving eye health services the insights they need to monitor who makes it to care. This helps identify barriers and enables targeted follow-up and system-level solutions. The result is eye health services that can reach more people, more effectively and more equitably.

Peek workshop and field visit to Ruharo Mission Hospital in Mbarara, Western Uganda, part of the CBM Peek-powered programme in the region. Credit: CBM Christian Blind Mission.

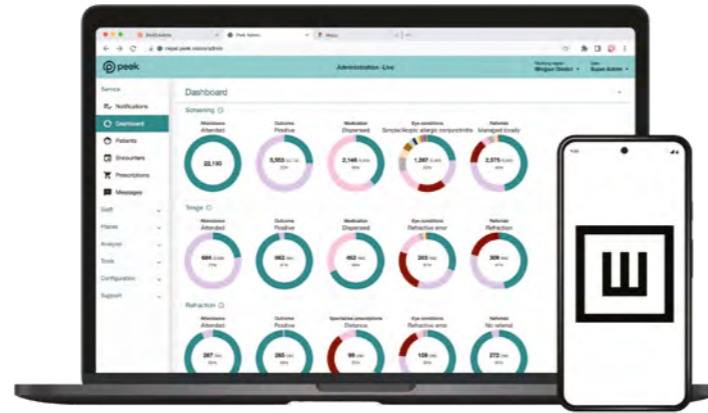


# Our products



Peek Vision originated from eye health research in Kenya with the International Centre for Eye Health at London School of Hygiene & Tropical Medicine.

Today, we offer our partners a range of tools to optimise and evaluate eye health services. Developed for eye health by eye health experts, our products are designed to serve the people who most need access to eye care.



Nasreen, a Lady Health Worker in Matiari, Pakistan, using Peek to screen for vision impairment in the community. Credit: CBM Christian Blind Mission.

## Peek

### Digital screening, referral and insights

Our flagship platform provides software and data insights for large-scale eye health programmes in schools, communities, and workplaces.

- Clinically-validated smartphone vision screening allows non-specialists to accurately find and refer patients
- Intuitive data capture with custom patient text message reminders
- Offline data collection capabilities
- Configurable practitioner workflows and patient pathways
- Advanced data analysis for actionable insights
- Used by NGOs, governments and hospitals

## RAAB7

### Gold-standard eye health survey for over 50s

RAAB (Rapid Assessment of Avoidable Blindness) is the gold-standard survey for assessing eye health needs in adults 50+ years. RAAB7 was jointly developed by Peek and the International Centre for Eye Health.

- Replaces error-prone and time-consuming paper surveys
- Enables fast, accurate data collection and analysis
- Includes innovative new Peek features like digital near vision testing
- Collects data to track and report progress towards WHO global eye health targets
- Provides an accurate picture of adults' eye health needs for better health service planning

## SEHRA

### Enhancing school eye health planning with accurate data

SEHRA (School Eye Health Rapid Assessment) addresses the critical gap in understanding children's eye health, using Peek's tried-and-tested software and data insights platform.

- Assesses readiness for school eye health programmes
- Provides baseline data for planning and monitoring services
- Collects data to track progress towards WHO global eye health targets

## Peek Acuity

### Simple smartphone distance vision check for all

Our original smartphone distance vision check app launched in 2016 and is available for free download via Google Play Store.

- Standalone distance vision check app without data capture and referral
- Clinically-validated, can be used by anyone with an Android smartphone
- Simulation shows the patient's vision compared to normal vision
- Available in multiple languages and used in over 150 countries

## More than just a software provider

We support our partners from planning through to evaluation:

- Comprehensive training and programme design
- Certification to deliver software user training
- Peek-hosted knowledge sharing sessions enable implementers to learn from each other
- Data insights reviews to surface actionable insights

# Our strategy



In 2024 Peek reached the end of our latest three year strategy period. Here's how we delivered against our goals and where we're going next.



## Get Peek out there

**Aim**  
100 Peek-powered programmes in 15+ countries

**Achievements**  
81 programmes deployed. We redesigned our software so it could be configured flexibly to meet the needs of most eye health programmes. Enhanced support infrastructure and product team capabilities to support our continued growth.

**Challenges**  
Growth depends on partner capacity, which is limited by sector funding uncertainty and poor awareness of eye health.

**Looking ahead**  
Target one million screenings weekly by 2029, focusing on high-potential priority countries for large-scale implementation.



## Users love it

**Aim**  
Enhance product quality and user experience

**Achievements**  
84% user satisfaction (2023 target user group survey). Improved our software user experience and standardised our approach to programme management support and data analysis.

**Challenges**  
We've learned so much about the diverse needs of the eye health programmes we serve and have built a highly configurable product. This requires Peek-led support which isn't sustainable at the scale we want to achieve.

**Looking ahead**  
Use what we've learned to continuously improve our user experience and performance, while moving from a resource-intensive service to a more scalable product-led approach for large-scale implementation.



## Connect everyone to care

**Aim**  
Improve patient connection rates to eye care services

**Achievements**  
Connected 1M+ people to eye care. Over 80% of mature programmes have improved their connected to care rate.

**Challenges**  
Conventional metrics don't prioritise equitable access. "Connected to care" is a new, more inclusive measurement approach that will require a major shift in how the sector and funders evaluate success.

**Looking ahead**  
Continue to advance the sector's shift from "screening and treatment" to "connected to care." Investing in tools to surface insights and monitor the quality of care received.



## Make it sustainable

**Aim**  
Increase revenue from sales and fundraising

**Achievements**  
Effectively quadrupled the number of Peek-powered programmes (21 to 81) with minimal team growth (41 to 47). Overall income exceeded expenses and we secured seven new strategic funding partnerships.

**Challenges**  
Sales income declined despite increasing impact growth; at a time when the whole sector faces ongoing uncertainty over funding, our sustainability remains critical.

**Looking ahead**  
Testing multiple innovative business models, which will need capacity for rapid ideation and iteration to achieve scalable solutions.



## Get government backing

**Aim**  
Reach a high level of regional or national scale in at least five countries

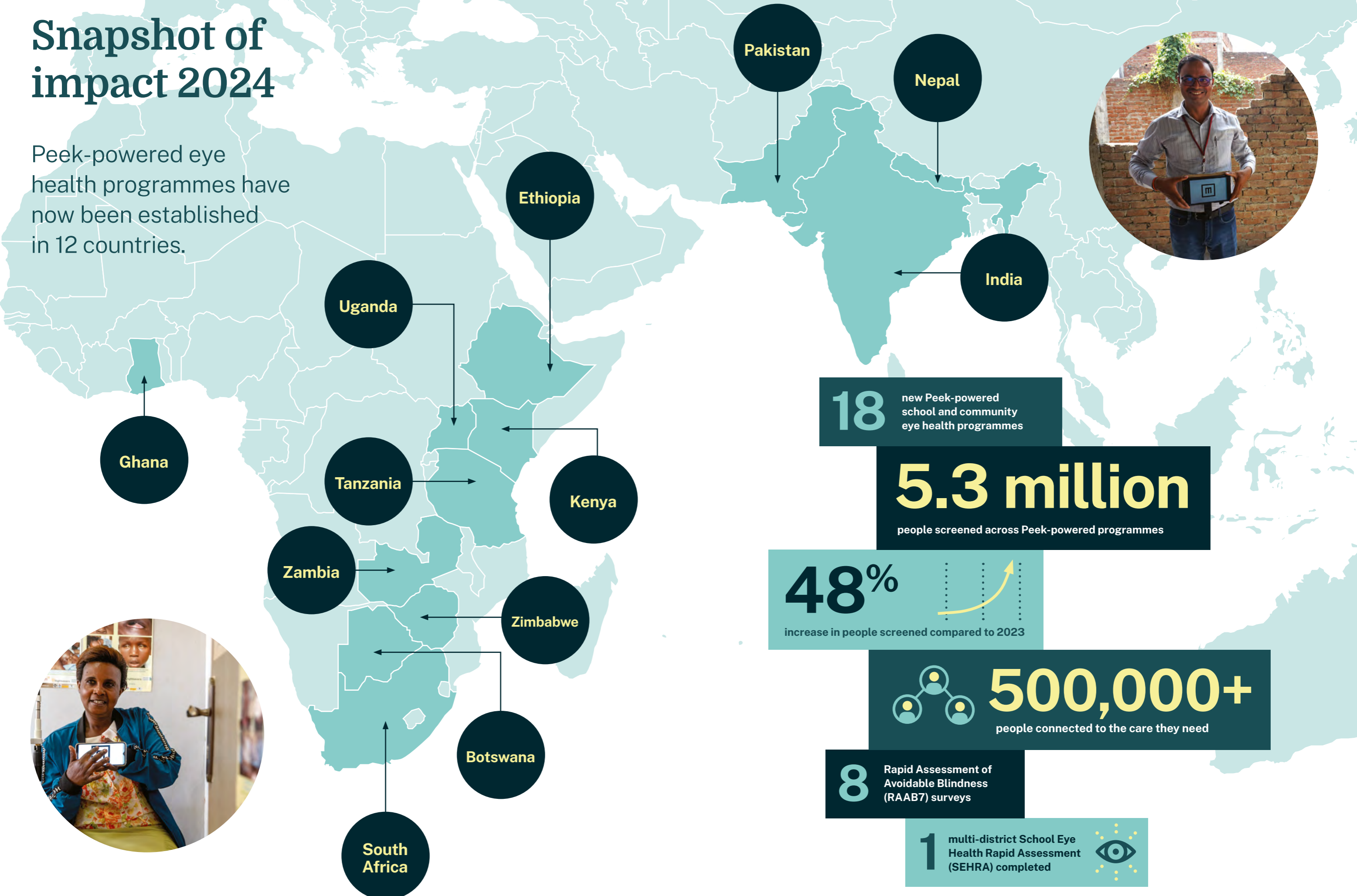
**Achievements**  
Peek is working in direct partnership with governments in three countries (Botswana, Kenya and Pakistan).

**Challenges**  
We've learned a lot about obtaining government contracts — now we need to explore additional ways to reach the scale we want to achieve sustainably.

**Looking ahead**  
Governments are key partners but our relationship with each government must be tailored to local context. We'll work to position Peek as essential infrastructure rather than a project resource, enabling sustained eye care delivery beyond initial NGO and philanthropic support.

# Snapshot of impact 2024

Peek-powered eye health programmes have now been established in 12 countries.



**18** new Peek-powered school and community eye health programmes

**5.3 million**  
people screened across Peek-powered programmes

**48%**  
increase in people screened compared to 2023

**500,000+**  
people connected to the care they need

**8** Rapid Assessment of Avoidable Blindness (RAAB7) surveys

**1** multi-district School Eye Health Rapid Assessment (SEHRA) completed

# 2024 timeline

## January

The first Peek-powered workplace eye health programme was launched by CBM in Matiari, Pakistan, targeting truck drivers, by screening at stops and service stations.



## February

Peek co-Founder and CEO Professor Andrew Bastawrous delivered his **inaugural lecture at the London School of Hygiene & Tropical Medicine.**

## March

Peek won the **Remote for Good Award**, which celebrates organisations that have leveraged remote work and global hiring to make the world a better place.

## April

**AGC Tenwek Hospital** in Kenya (part of the CBM Vision Impact Project) became the first organisation to be certified by Peek Vision in software user training.



## May

Peek joined leading eye health organisations as a founding member of the **SPECS 2030** global network, the first major WHO-led initiative to tackle refractive error.

## June

**Peek won the Impact Award for best poster** at the International Agency for the Prevention of Blindness (IAPB) 2030 In Sight Live meeting.



## July

The CBM-Peek Bomet County school eye health programme in Kenya celebrated increasing the rate of children accessing care from **38% to 83%** over the course of a year.



## August

A paper was published from our research which highlighted that people aged 18-24 are three times less likely to access eye health services in Kenya than those over 65.

## September

We launched our first programme in direct partnership with The Fred Hollows Foundation in West Pokot county, Kenya.



## October

Peek and our partners celebrated connecting 1 million people to care since Peek-powered programmes first launched in 2018.



## November

Our fifth knowledge sharing session was hosted on the theme of "Connected to Care" with 24 Peek users and programme managers across 16 organisations.

## December

We finished development of a new "Insights" feature which will help our users do much more in depth and more efficient evaluation of their programmes.



# Connecting one million to care: a milestone achievement

In 2024, we reached a major milestone: our partners have now connected one million people to eye care using Peek across 12 countries in Africa and Asia.



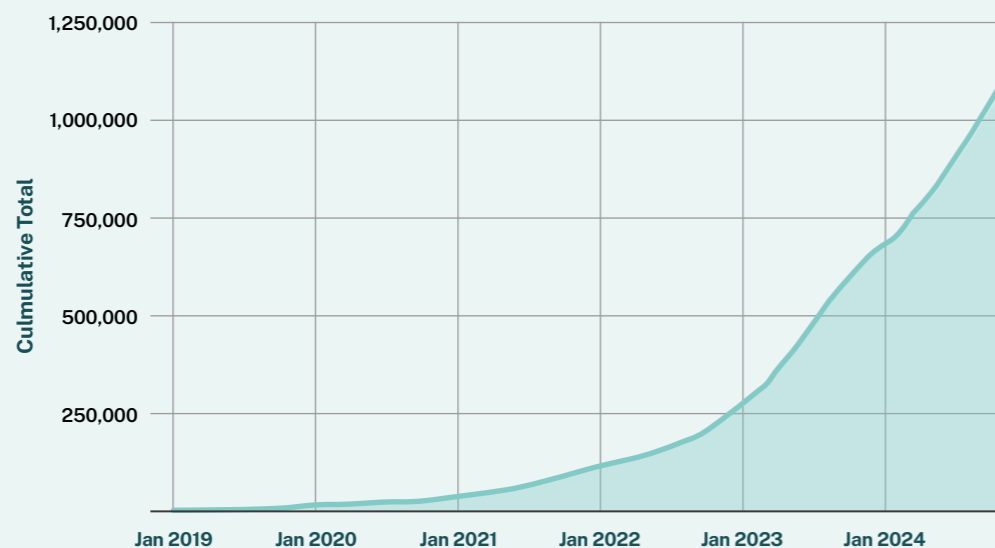
Connected to care means a person with an eye health issue has been screened and treated on-site for simple problems or referred to specialists and attended all appointments for more complex issues. Most receive glasses, cataract surgery or medication.

In conventional eye health programmes, following a patient's journey throughout the system simply isn't feasible. With Peek's software and data intelligence platform, it becomes the norm, allowing

programmes to identify who is — and isn't — being connected to care. This in turn enables responsive, targeted programme design, minimising unnecessary referrals to hospital care and leaving nobody behind.

We're proud of our partners' achievement and grateful to everyone who has been part of it. But there's so much more to do. There are a billion people worldwide with vision loss and numbers are growing. Looking ahead, we're piloting innovative models for delivering eye care to everyone and developing tools to surface treatment outcomes, continuing to fulfil our mission to ensure quality eye care reaches everyone.

Scaling impact - people connected to care using Peek



Jasmeen in her shop.  
Credit: Dr Shroff's  
Charity Eye Hospital/  
Peek Vision



## One in a million: Jasmeen's story

Jasmeen, 35, is a shopkeeper in Allahganj, India. She was screened and treated in 2024 in a Peek-powered community eye health programme run by Dr Shroff's Charity Eye Hospital.

"I was finding it hard to see and I was getting headaches when I was sewing. I was having problems reading. I was worried the problem would get worse. The person who came to my house to test my eyesight was very nice. When I first tried the glasses I was grinning and grinning. Now I can see clearly again. If I lost the glasses then I would go wherever I needed to go to get more — near or far — because they have made a real difference."

# Making the invisible, visible



We developed powerful new data visualisations for our product this year. The tools, which will be released in 2025, are intended to make it easier for Peek users to access relevant programme data such as breakdowns of eye conditions by age group, enhancing their understanding of their programmes and helping them advocate for eye health.

Other product highlights included releasing new functionality to capture screening information on children under five and updates supporting reduced costs for text message reminders. We also did a substantial amount of work preparing for two major new features launching in 2025: a near vision test and presbyopia calculator.

## Powered by our partners

From our foundation, Peek has worked in partnership with NGOs, hospitals, governments and funders. In 2024 we expanded our range of partnerships and started to explore innovative ways of making better eye health for all sustainable and achievable.

- Three new Peek programme partners (Dr Arunga's Eye Hospital, The Fred Hollows Foundation and Sightsavers)
- Our anchor partner CBM reached 4.6 million people using Peek across their large-scale programmes in Kenya and Pakistan
- 395 users trained to use Peek software
- 31 individuals at nine partner organisations certified to train others to use Peek software



Peek team members and the team from AIC Health Ministries in Kenya, who were successfully Peek certified in Peek Software User Training in June 2024. Credit: AIC Health Ministries

### PEEK CERTIFICATION

Peek Certification launched this year, equipping our partners with the skills to help them independently establish and maintain Peek-powered programmes. We are providing training and Certification to all of the organisations we work with, ultimately enabling them to train others to use Peek for screening, data management and monitoring. It's part of our long-term goal to ensure that Peek is sustainable and available to everyone who needs it.



Peek team member Dr Hillary Rono conducting a RAAB7 survey in Kenya supported by CBM / Peek Vision

## Rapid assessments for reliable planning

### RAAB7

RAAB7 (Rapid Assessment of Avoidable Blindness) is the sector's gold standard for assessing vision loss and blindness in populations aged over 50, powered by Peek in partnership with the International Centre for Eye Health (ICEH). It was used to power eight surveys in 2024; new product developments included the introduction of Peek's near vision test to RAAB surveys.

### SEHRA

SEHRA (School Eye Health Rapid Assessment) has been developed by Peek to provide a tool to assess the eye health needs of school-going children. It aims to improve planning and ensure scarce resources are allocated in the right way. 2024 saw the first multi-district SEHRA completed in Uganda. We're now looking to build on what we've learned with our partners to improve SEHRA and make it available more widely.



Peek team members and partners at the launch of The Fred Hollows Foundation's new Peek-powered programme in West Pokot, Kenya, in September 2024. Credit: The Fred Hollows Foundation/Peek Vision

## Our team



Our co-Founder and CEO Andrew Bastawrous is an ophthalmologist and Professor in Global Eye Health at the London School of Hygiene & Tropical Medicine. Andrew has worked and undertaken research in over twenty countries, including two years living in Kenya where he led the development and testing of Peek alongside a major eye health study. He has published over 100 peer-reviewed articles and was awarded an OBE in 2023.

Our team includes ophthalmologists and optometrists, leaders of eye health, humanitarian and United Nations organisations as well as people who led teams and programmes in banks, technology companies and media. We are united by the belief that through working together, we can bring better vision and eye health to everyone.

### GOVERNANCE AND STRUCTURE

Peek Vision is a social enterprise that consists of three entities: The Peek Vision Foundation (Foundation), Peek Vision Ltd and Peek Vision Pty Ltd (Botswana). The Peek Vision Foundation, a UK registered charity (Charity number 1165960), is the sole shareholder and 100% owner of Peek Vision Ltd, a registered company (Company number 09937174) incorporated in the United Kingdom. Peek Vision Pty Ltd, incorporated in Botswana (Company number BW00000520922) is wholly owned by Peek Vision Ltd.

The Peek Vision Foundation is guided by an expert Board of Trustees. Peek Vision Ltd is governed by a Board of Directors accountable to The Peek Vision Foundation's Board of Trustees. Peek Vision Pty Ltd is governed by a Board of Directors accountable to the Peek Vision Ltd Board of Directors. Through Peek Vision Ltd, we provide products and services for the public good. Peek's entities are purpose-driven, united to achieve vision and eye health for all. The Peek Vision Foundation also provides grants to support eye health education (through the [Karen Sparrow scholarship](#)) and small learning grants to support Peek partners.

## Our Trustees



### MATTHEW BURTON

Director of the International Centre for Eye Health (ICEH) and Professor of International Eye Health at the London School of Hygiene & Tropical Medicine.



### REBECCA EASTMOND

CEO and co-Founder of Greenwood Place, which provides strategic advice and execution for a small community of entrepreneurial philanthropists.



### ALLEN FOSTER OBE

Former co-Director of the International Centre for Eye Health (ICEH) and the International Centre for Evidence in Disability (ICED), both at the London School of Hygiene & Tropical Medicine.



### MARTIN FROST CBE (CHAIR)

Businessman and entrepreneur responsible for the start-up and scale-up of several highly successful global technology businesses, including M-PESA, one of Africa's most popular mobile money platforms, and CMR Surgical, a leading medical device startup.



### ELIE GASAGARA

Executive Leader / Independent Consultant working with civil society organisations in the area of adults and children safeguarding. He has served in leadership positions in a number of International NGOs including World Vision.



### MAHALI HLASA

Riders for Health ('Riders') Lesotho's Country Director and Chairperson of the Riders' Global Management Council. Riders is a world-leading, award-winning social enterprise working in five countries in Africa.



Ayush reading his school textbook, his education has been made easier with access to eye health. **Credit:** Dr Shroff's Charity Eye Hospital/Peek Vision

# Finances

## Unaudited accounts



### INCOME

We received a total income of £5.49M (2023-£4.79M).

£1.11M (2023-£1.57M) was sales income.

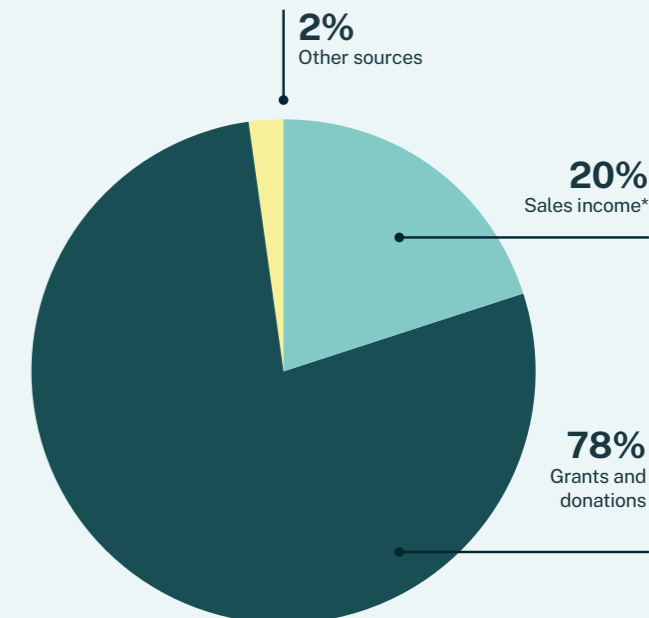
£4.28M (2023-£3.14M) was income from grants and donations.

£0.10M (2023-£0.08k) was from other sources (e.g. interest)

Philanthropic income played a vital role in our financial success in 2024, accounting for almost 80% of our overall revenue. We recognise that the challenging economic climate continues to impact our customers. While we successfully onboarded new partners and expanded the number of Peek-powered programmes in 2024, sales revenue fell as expected and continues to cover only a portion of our annual expenditure.

We recognise that the pressures facing NGOs globally are likely to continue for the foreseeable future. We started work with our partners this year to develop and test new, sustainable business models prioritising those who most need access to eye care. Thanks to the generosity of our donors, we saw significant growth in grants and donations, leading to a strong financial year and enhancing our ability to invest in our mission.

### Income



\*Peek-powered programmes and rapid assessments

### EXPENDITURE

In the past year we have increased our expenditure by just over 5% to £4.66M (2023-£4.33M).

In the same time period, the number of people who were connected to care through eye health programmes supported by our software increased by 28%, from 400,466 in 2023 to 511,108 in 2024.

**28%** ↗



increase of people connected to the care they need in 2024 compared to 2023

**13%** ↗



increase in income from £4.79M in 2023 to £5.42M in 2024

# For further information

Please visit our website

[peekvision.org](https://peekvision.org)

or email

[enquiries@peekvision.org](mailto:enquiries@peekvision.org)



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