

# Building sustainable, equitable eye care at scale

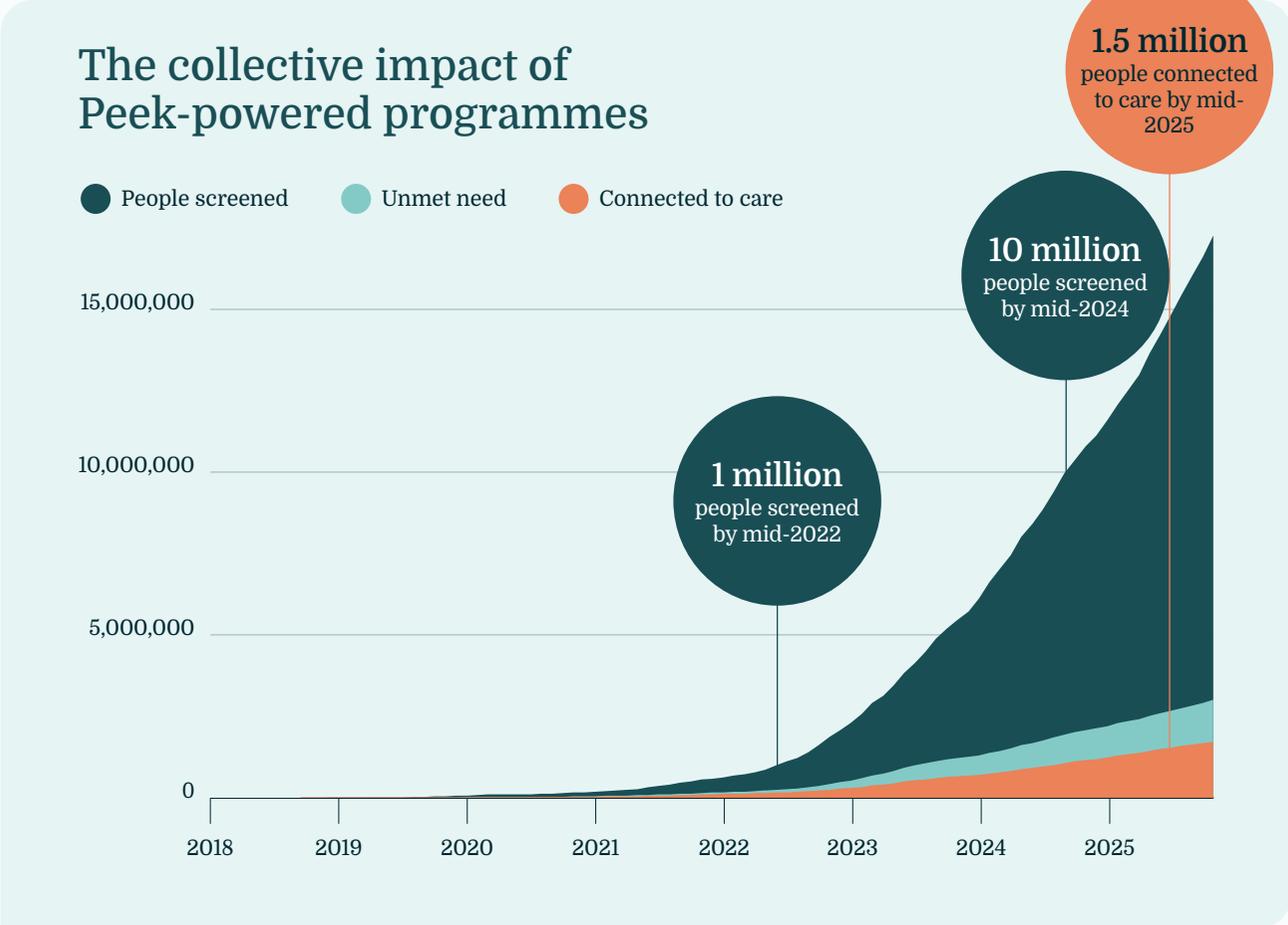
Our 2025-2028 strategy



# The story so far

Peek Vision’s 2025-28 strategy sets a bold and transformative course. Building on strong foundations, we’re moving forward with clarity, confidence and commitment to delivering meaningful and lasting impact in eye health.

A growing number of leading eye health organisations are using Peek’s unique software and data intelligence platform to enhance their services. Together, we have accelerated and optimised screening and referral processes, providing 1.5 million people with access to appropriate treatment at the right level of care. Our multi-talented team deeply understands eye health challenges, innovating new products and improving programme design. The data and insights we surface have made ‘connected to care’ part of the global eye health conversation, enabling more people to access the eye care they need.



“In the last 10 years, we have put in place systems and processes that deliver sustainable eye health at scale. We now aim to go from reaching a million people every two months to every week by 2029 – the step change needed to trigger a global tipping point where restoring sight overtakes losing it.”

**Andrew Bastawrous,**  
CEO Peek Vision

# Our 2025-2028 strategy

We envisage a future of sustainable, scalable eye care that leaves no one behind. Our strategy is built around four strategic drivers that work continuously and in parallel.

Previous Peek Vision strategies have focused on finding people with treatable eye conditions and connecting them to care. Now, we are building on those achievements by providing data to improve outcomes and catalysing new market-driven solutions for eye health.



# Finding more people who need care

Currently, 1.1 billion people live with sight loss, yet 80 percent of cases are preventable or treatable. It remains a critical priority to find more people with unmet eye care needs.

With the Peek app, anyone with a smartphone can conduct accurate vision screenings. This enables our hospital, government and NGO partners to find millions more people in households, schools and workplaces previously unconnected to eye health systems.

## Continuing to find more people

-  We will make case-finding even simpler, more intuitive and more accurate
-  We will expand our partners' use of Peek for screening, measurement and evaluation
-  We will support our partners to reach and treat more people. Our partners will increasingly own delivery while Peek drives the product and system breakthroughs that make scale inevitable

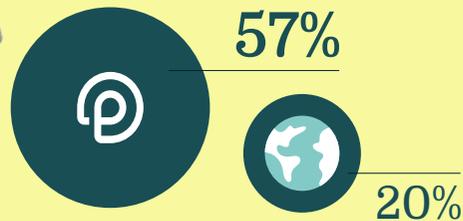
## Taking case finding to the next level

-  We will concentrate and deepen our work in fewer countries for more comprehensive coverage
-  We will focus on making our screening software more powerful, including tools to better equip screeners to find those in need of eye care

 **17 million**  
people screened using Peek  
between 2019-2025



# Connecting more than 100,000 people to care every week



Number of people connected to care in Peek-powered programmes compared to the typical rate

In many eye health programmes, only 20 percent of people who are screened ultimately access the eye care they need. The Peek platform helps to identify where and why people are dropping off along the referral journey.

Barriers to receiving treatment typically include cost, distance, lack of understanding and social stigma. Our data and insights support eye health programmes to target resources that address and overcome these challenges.

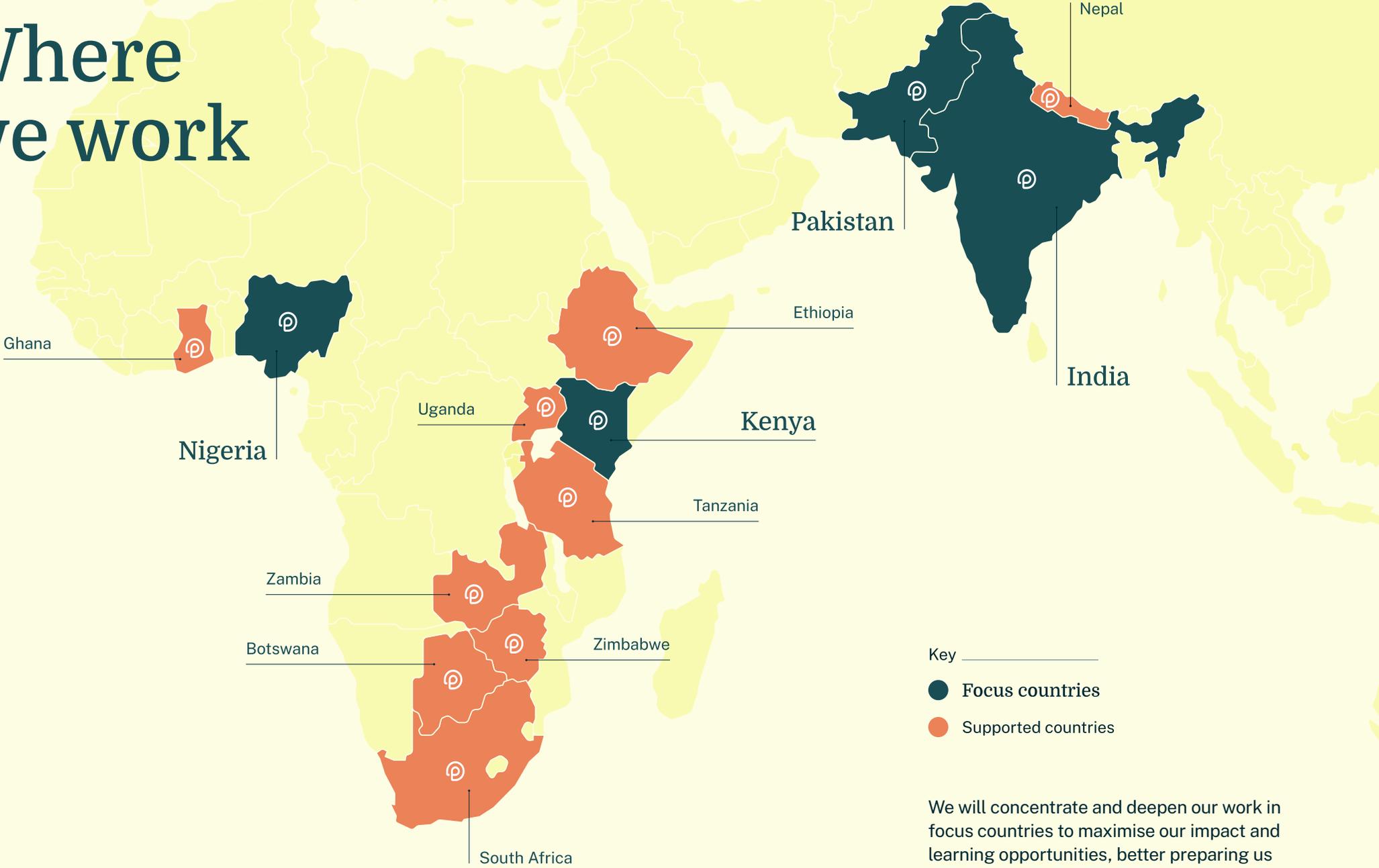
## Continuing to connect more people to eye care

-  We will generate more insights that help our partners reduce drop-off rates and connect more people to eye care
-  We will shift the focus beyond treatment numbers to understand who has not yet been reached and what stands in their way

## Taking 'connected to care' to the next level

-  We will simplify our metrics and improve our tools to make the causes of unmet need clearer
-  We will ensure more stakeholders, including screeners, funders and partners, can access the data they need to overcome barriers to care
-  We will foster knowledge sharing between partners and across countries so that insights and proven practices translate into stronger impact everywhere

# Where we work



Key \_\_\_\_\_  
● Focus countries  
● Supported countries

We will concentrate and deepen our work in focus countries to maximise our impact and learning opportunities, better preparing us for rolling out more widely across Africa and Asia beyond 2028.

# Improving outcomes with ‘metrics that matter’

Our ‘Improve’ strategic driver will equip Peek users to achieve better eye health outcomes by making it easier to measure what treatment works.

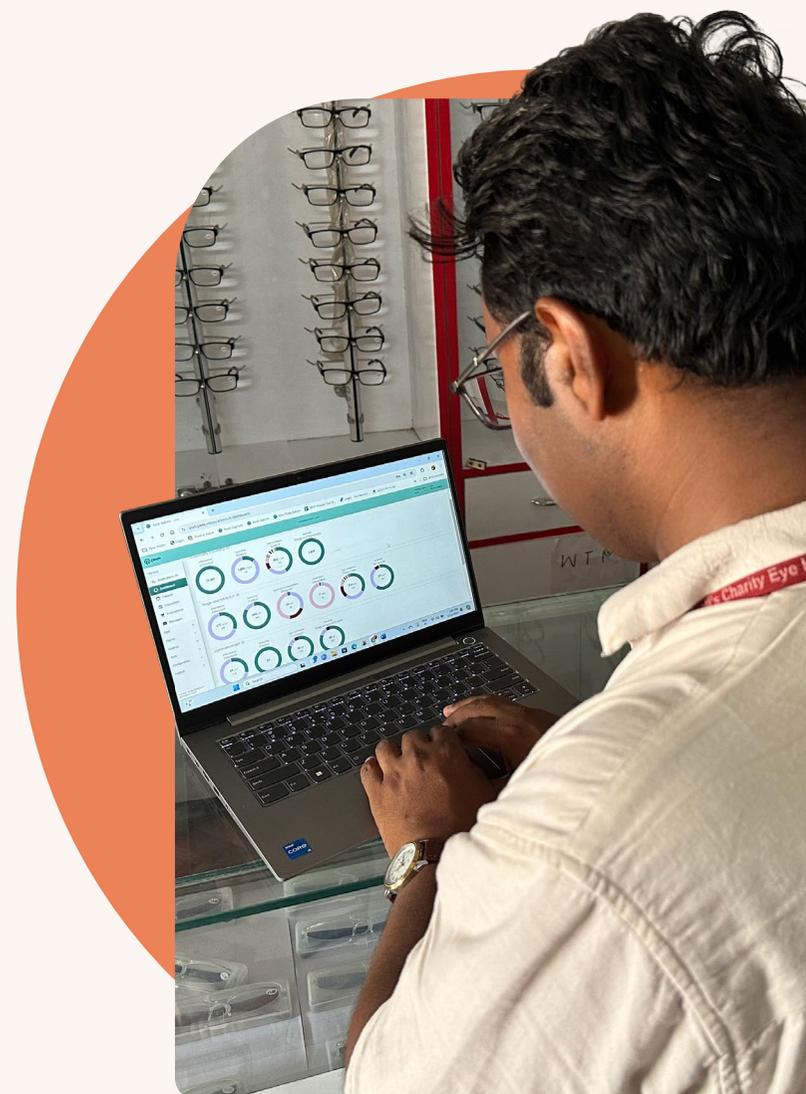
Peek will capture patient experiences and clinical insights so learning can be shared and applied globally.

## Continuing to use data and insight for better eye health

-  We will make it simpler to access and act upon outcomes data
-  We will surface data within the platform so partners can generate bespoke insights independently

## Taking improving outcomes data to the next level

-  We will capture 30-day+ outcomes data in 75% of active programmes, including information on the quality of eye care received and overall reduction in vision loss
-  We will share what works – and what doesn’t – to help the sector learn faster and continuously improve



# Catalysing equitable and sustainable eye care

Our strategy will generate demand at scale, increasing the number of people who proactively seek the sight-saving care they need. We will also test and support new business models so that eye health systems can grow sustainably as demand increases.

Research shows that every US\$1 invested in eye health yields US\$28 in benefits to communities. And, with Peek-powered programmes connecting up to 16 times more people to eye care at one-sixth of the cost per patient, our platform already delivers outstanding value for money.

Our 'Catalyse' strategic driver goes further, exploring self-funding models for eye health interventions and ensuring their returns benefit local and national economies.

# 16x

Peek-powered programmes connect up to 16 times more people to eye care at one sixth of the cost of programmes that don't use Peek.



## Continuing to grow the eye health market sustainably

-  We will make our product even better value by improving internal efficiencies
-  We will test sustainable business models that support market growth and overcome the limitations of project-by-project funding
-  We will offer philanthropic partners unique opportunities to invest in lasting change with a clear exit strategy

## Taking the eye health market to the next level

-  We will further build our partners' capability to manage Peek-powered programmes independently and build capacity for peer training
-  We will generate more market insights with cost-per-acquisition data
-  We will increase investment in models that move eye care towards greater financial independence, including responsible, flexible payment support that helps people afford cataract surgery when they need it

# Envisaging the future

By 2029, we will begin to turn the tide on avoidable vision loss.

Our partners will achieve better outcomes for millions more people every week – especially those with poor access to eye care because of their age, gender, location or social status. As the global population continues to grow, so too will demand for eye care. But by making our software simpler and smarter, we will help eye health services reach more people for less. At the same time, better insights will turn “connected to care” into a global standard – proving that it is possible to reverse the rise in vision loss.

Looking ahead to the end of the decade and beyond, we will have taken giant strides toward our audacious goal: equipping the sector to protect 1.25 billion people from losing their vision by 2050. The eye health market will grow, and we will glimpse a future where eye care is self-sustaining – a world where no one has to live or die with treatable vision loss ever again.

**1.25  
billion**

people prevented  
from losing their  
sight by 2050



To find out more about  
how we're bringing vision  
and eye health to everyone,  
visit [www.peekvision.org](http://www.peekvision.org)

To get in touch, email  
[enquiries@peekvision.org](mailto:enquiries@peekvision.org)

“

We didn't know what was causing the headaches. Thankfully a screener came to my village to check everyone's vision and he determined that I had poor distance vision. When I tried on my glasses for the first time I was very happy! Now I can see very far away. My schoolwork is much easier and I can play cricket much better. Most importantly, the headaches are gone.”

**Ayush,**

a 14 year old boy from Uttar Pradesh, India

“

Because of Peek, even if I'm not with the team, I can get updates on their progress in real-time - such as how many patients they are seeing. This helps me to make decisions more quickly such as how to deploy our resources more efficiently.”

**Dr Viola Arunga,**

Dr Arunga's Eye Hospital, Mbarara, Uganda

