





[www.HelpMeSee.org](http://www.HelpMeSee.org)

# 01 SECTION



HelpMeSee's Guiding Principle: It is intolerable that 20 million of the world's poorest people are blinded by cataracts because of lack of access to a very affordable 5-minute procedure. Today, for the first time in history, the plans and tools are being readied for one of the largest disease eradication projects in global health.

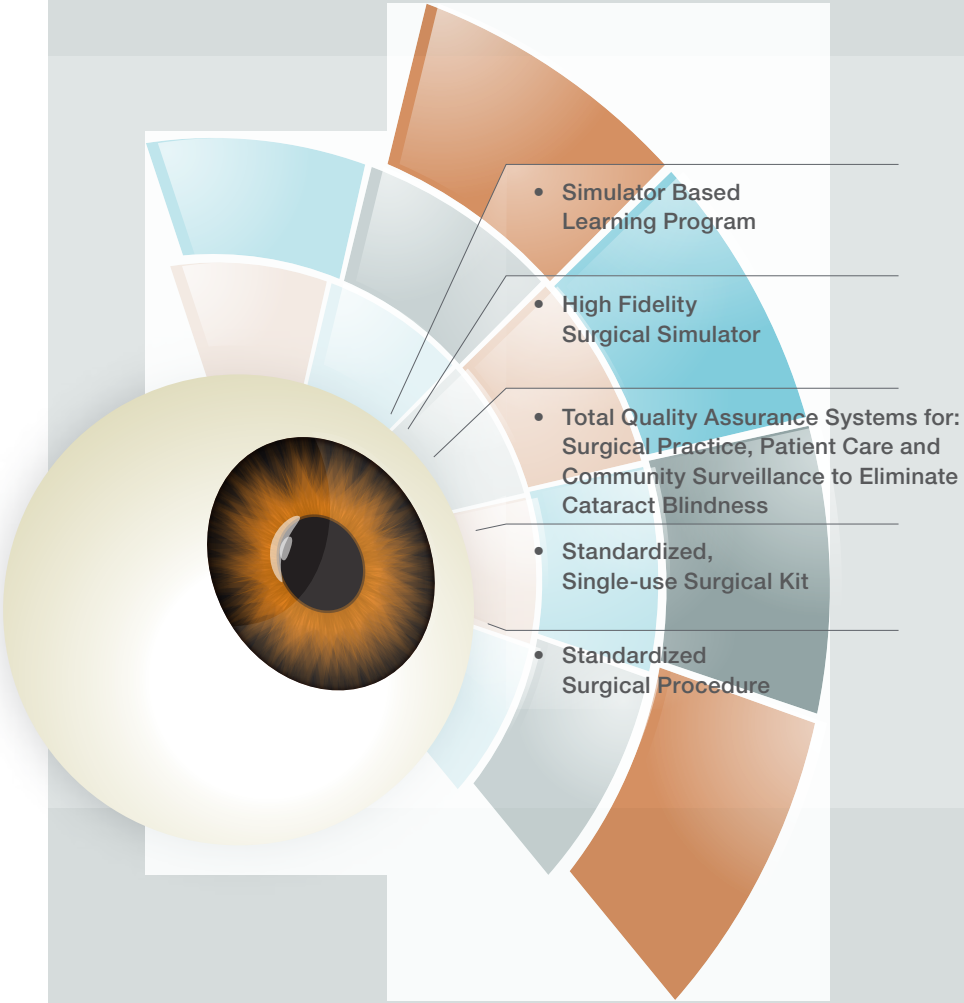
“HelpMeSee is focused on a single solvable problem. Blindness caused by cataract can be cured by a proven, high quality, and very affordable sutureless procedure that takes as little as 5 minutes to complete. By empowering local surgical partners in developing countries to be a part of a comprehensive solution, which combines proficiency-based simulation training and practice management education, we will create a sustainable model, so a backlog of 20 million people blinded by cataract never happens again.”

— Jim Ueltschi

The problem is clear! Approximately 20 million people are bilaterally blind due to cataract, and an estimated 167 million suffer from cataract visual impairment. Cataract blindness is by far the leading cause of treatable blindness, making up 57% of all cases in the developing world. Lack of access to high-quality service prevents them from undergoing a quick, yet safe surgery that could restore their vision. According to a recently published Rand Corporation study, cataract blindness will increase to 32 million by 2020 unless some dramatic intervention can be employed to change the trajectory. The human suffering is unimaginable. The economic loss measured by GDP is huge. It is estimated to be \$1 trillion EACH year in lost GDP.

To address this global health crisis, HelpMeSee was founded in 2010 with the goal of delivering very low cost, high-quality Manual Small Incision Cataract Surgeries (MSICS) to millions of adults and children. In 2013, working with 93 practicing MSIC surgical partners in China, India, Nepal, Sierra Leone and Togo, HelpMeSee restored sight to 100,000 people who had been living with cataract blindness. Their lives and that of their families are now forever changed.

# CURING CATARACT BLINDNESS



Our impact and focus remains clear as we build on this momentum and record of success. HelpMeSee continues to increase its work exponentially through a convergence of technology that will yield a sustainable system of high quality MSICS training; as well as outcome based surgical performance and patient care delivery systems for the single purpose of giving sight back to those blinded by cataracts in the safest, most cost effective way.

HelpMeSee's primary goal is to eliminate the cataract surgical backlog that has plagued humanity throughout history. The lack of access to high-quality cataract surgical services by well-trained surgeons and specialists prevent people from undergoing a routine surgery that could restore their vision. Building a sustainable system of delivering high quality, high volume MSICS is the foundation of HelpMeSee's strategy, in combination with training of cataract specialists to provide the much-needed access in resource challenged communities worldwide, and to establish a network of cataract clinics throughout these communities.

HelpMeSee's campaign is built for success with a team led by seasoned executives with decades of experience in international development, simulation technology, education and learning and surgical training. The team is dedicated to bringing state-of-the-art technologies, high-quality surgical delivery and patient management systems targeted to reach remote communities living in under-served circumstances, with accountability and transparency. Advanced quality assurance systems, supply chain management and patient medical record data based on monitoring, evaluation and reporting with transparency are being designed and installed.

# 02 SECTION



## Executive Leadership

## An Extraordinary Vision

On behalf of everyone associated with HelpMeSee, I want to thank you. Your financial support and goodwill allows us to help the poorest and most under-served people in the world see again—giving them sight they never had or thought was gone forever. You also gave them back their confidence, dignity and hope for themselves and their families.

Untreated cataract is by far the leading cause of blindness in the world and is suffered by 20 million people, almost all living in the developing world. They are blind because of two reasons: they are poor and they lack access to trained specialists ready and willing to treat them. Luckily, there exists a high-quality surgical procedure called Manual Small Incision Cataract Surgery (MSICS). It is quick (as little as 5 minutes), very low cost (as little as \$50) and delivers terrific results in the hands of well-trained specialists.

With the encouragement and financial support of our growing number of donors, I'm confident we can achieve the HelpMeSee goal of eliminating cataract blindness. I am inspired by the successes we've achieved in 2013.

We are continuing and accelerating our recruitment of the very best MSICS surgical partners who are currently working in the areas of greatest need: Africa, Asia and Latin America. We now have 93 partners. We support them through funding of surgeries they could not provide without our financial help. We also monitor and evaluate every single surgical result for quality.

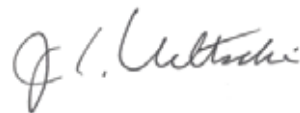
Through 2013, our 93 surgical partners have provided a landmark 100,000 sight-saving surgeries. That number will rise considerably in 2014 and beyond as we identify additional high quality providers as partners. Contributions allow HelpMeSee to expand our reach and perform more life-changing cataract surgeries. In 2013, we also made great strides in the development of our HelpMeSee MSICS Eye Surgery Simulator and related courseware. Two "proof of concept" simulators were produced as part of a competitive selection process and Moog Inc. was selected as the prime contractor. We have had a long and successful relationship with Moog, as they provide the motion bases for FlightSafety International flight simulators and other simulator manufacturers worldwide.

The pre-production simulators and related courseware are scheduled to be ready for our acceptance testing and evaluation in the last quarter of 2014. The simulators will allow us to scale up our training capability so we can meet our goal of training 30,000 MSICS specialists to delivery high-quality and high-volume surgeries to the poor. By so doing, cataract will cease to be a cause of blindness anywhere in the world.

HelpMeSee has attracted a first-class group of dedicated professionals who have made it their business to solve the huge and growing problem of blindness caused by cataract. I am proud to be associated with them.

Without your support, none of this would be possible. I hope you will consider increasing your support and encouraging others to get involved. Bringing sight to the poorest amongst us is a truly special gift.

Thank you!



James Tyler Ueltschi, Co-Founder and Chairman





### Statement by the President and CEO

Blindness is the most feared disability for the young and old in all societies throughout human history. Eliminating treatable blindness has been a long cherished hope and it is what drives us everyday. The HelpMeSee campaign addresses the single biggest cause of blindness: untreated cataracts. For the cataract blind, this elusive goal of sight restoration can become a reality with 21st century technological advances in simulation based training, which has successfully transformed aviation training. Combined with cataract surgical training-to-proficiency using simulation, HelpMeSee has developed a complete solution to enable access to high-quality cataract surgery for US\$50 anywhere in the world.

High-quality surgical care at the lowest possible cost restores the dignity of people with limited means. It enables them to pay for such essential services without depending on government support or charity.

With the best team of experts in medicine, technology, learning and community mobilization, together with engaged donors and members of the public, we will be able to accomplish our mission.

We need your continued support and offer our sincere thanks. Please engage your family, friends and neighbors to become a part of the HelpMeSee campaign.

Mohan Jacob Thazhathu, President and CEO





## A Singular Focus

What inspires me most about HelpMeSee is seeing this global campaign to eliminate cataract blindness grow and expand into the most under-served countries and for the people who need it most. No other organization has sought to address this problem on a global scale with the high-level standards and technologies that HelpMeSee brings together. Given HelpMeSee's singular focus on this one eye disease, and based on the successes of 2013, it is clear that we have the right people and the right tools in place to eradicate this needless human tragedy.

HelpMeSee's economic model, convergence of technology, utilization of best practices, historical research and experience in the field of simulation and eye care to promote the use of a safe and cost effective procedure that already exists, strengthens my belief that we can accomplish our ambitious goal.

A handwritten signature in black ink, appearing to read "Jeff Mullen".

Jeff Mullen, Member and Secretary, Board of Directors

## 03 SECTION



Here is a look at lives that have been changed by a quick and effective sight restoring procedure. From blindness to sight in just a few minutes!

## I want to help others who are facing similar situations with blindness.

Jaitun and her family are farmers in the Uttar Pradesh province of India. They run a small grocery store where they sell their produce and other small items. As part of the family business, Jaitun is relied on by her family for their very livelihood.

Their future was threatened when Jaitun developed cataracts and began losing her vision. She started to struggle with tasks that had been second nature to her. Her family was faced with the added burden of caring for her.

Jaitun learned about the HelpMeSee campaign at the Sadguru Netra Chikitsalaya hospital and heard that a team of eye doctors would be in her rural village to conduct eye exams, identifying those in need of cataract surgery.

Selected for surgery, Jaitun underwent a very quick, yet successful procedure to replace her diseased lens with a new plastic one. This surgery gave Jaitun back her vision, her confidence and her life. Overcome with joy and gratitude, Jaitun focused on helping others overcome similar experiences. She became the village counselor to help those who are blind to overcome the challenges and get treatment.

"I want to help others who are facing similar situations with blindness," said Jaitun. "This has now become a new calling for my life."



## “If my sight had not been restored, my life would have been over.”

Ganga Ram became blind more than a year ago. With it he lost the ability to put food on the table, clothes on his family's backs and to see the land he farmed and has known all his life.

Ganga Ram had established himself as an honest man with a wife, two kids and a reputation of as a good farmer. He cultivating enough rice and wheat to feed his family and sell what was left at the local market. His work kept his family fed, safe, happy and with opportunities for his children. At just 35 years of age when his vision rapidly started to decrease, life seemed to stop.

“When I lost my vision, my entire family suffered...not just me,” said Ganga Ram. “I wasn't able to work at the pace from before and we had less food and we no longer had extra to sell or trade.”

With blindness, he was lost and unable to provide for his family. For a young farmer in India with no other means to support his family, and no services for the blind to help him, Ganga Ram's family faced despair, hunger and sickness.

In desperation, Ganga Ram's wife, Meera Devi, turned to her brother for help. After asking around neighboring villages, Meera Devi's brother heard about Geta Eye Hospital in Nepal and the HelpMeSee campaign. With the little money they managed to pull together, they made the journey from northern India across the Nepalese border and into the western part of the country toward Geta Eye Hospital—a 10-hour trek that required long waits for buses at five different locations and hiring a tricycle taxi once in Nepal— another 3-hour ride through unpaved, pot-hole filled roads.

The journey paid off for Ganga Ram as he was treated for bilateral cataracts through the HelpMeSee campaign. His cataract blindness, which was once thought of as a death sentence, was cured through a 5-minute surgery on each of his eyes.

“If my sight had not been restored, my life would have been over and would have been very difficult for my family to survive,” said Ganga Ram during his post-operation exam. “The joy I feel right now cannot be described and I have no words. I simply hope that the people who make these surgeries possible, continue to offer people like me the hope of overcoming blindness.”



## Living in Darkness

Badema was visiting relatives in a village outside of Lomé, Togo, when he heard that his sister, Lomegno, had become blind from cataracts. He paid Lomegno a visit, and indeed she was unable to see.

“She is blind. She cannot recognize me,” said Badema. “She was crying and weeping, telling me, brother, I’ve become blind.”

After losing her sight, she was unable to work. Her humble savings did not allow her to afford cataract surgery.

In the morning, everyone in the village would go out to the farms to work. Lomegno would stay in the village, with no one there to help her. She was not even able to prepare food, and sat with an empty stomach until someone came back with food for her.

Badema and Lomegno prayed and prayed that one day there would be help. Then Badema heard that a doctor in Lomé was offering free cataract surgeries. He quickly told Lomegno and they headed to Lomé.



They arrived at Lumière Divine, a clinic run by Togolese Ophthalmologist Dr. Abram Wodome. Dr. Wodome works closely with HelpMeSee to offer free, high-quality cataract surgeries to those in need. During Lomegno’s first visit to the clinic, they operated on her right eye. The quick, free cataract surgery transformed her life.

She no longer depends on her family and friends for basic living necessities. She now cooks, does chores and lives her life again.

Recently, Badema got a call from Lumière Divine, and they invited Lomegno back to the clinic to receive her second free cataract surgery on her left eye through the HelpMeSee Campaign. Dr. Wodome performed another successful surgery, and now Lomegno can see clearly with both her eyes.

“She’s a free woman now,” said Badema. After her second surgery, Lomegno sat down with a big smile on her face, saying “thank you!” Her prayers have been answered, and through the HelpMeSee Campaign, she can now see and may continue her farming, and other day-to-day duties. She is once again a happy woman who looks forward to the light in her life.

# 04 SECTION



HelpMeSee  
Surgical Partner  
Profiles

## Subash Bhatta, Geta Eye Hospital, Nepal

I come from Kathmandu, the capital of Nepal. As I grew up in a middle class family, I was exposed to the ups and downs of life and saw the richness and poorness of the world together.

Out of all sufferings, I always felt worse for those people who couldn't see. Life without vision must be like walking in a dark tunnel with no hope for light at the other end. When I realized that so many of these patients actually could have that light back in their lives, I was drawn to the field of ophthalmology. I joined Geta Eye Hospital, located in the most western part of the country. Bringing someone from darkness to light is my job and my life. Now that I have done thousands of eye surgeries, still the feeling of being part of that transformation is magical. There's nothing more beautiful than seeing the results of your efforts present to you the very next day in form of smiles of the patients, as they find the world welcome them back to its splendor.

As I discovered the HelpMeSee campaign, and understood their goal to eliminate cataract blindness, I decided to join this effort and signed on to become a surgical partner. With the HelpMeSee campaign, we are able to treat many more patients than before, eliminating the suffering caused by cataracts one person at a time. That feeling of changing a person's life, a family's spirit brought a big smile on my face, which I share with all my patients to this day.

I thank HelpMeSee for creating such an impactful opportunity and for helping eye surgeons bring that change to peoples' lives. I sincerely hope that with this partnership, we can together eliminate cataract blindness from the world.

Dr. Subash Bhatta



Dr. Subash Bhatta

## Ending the Cataract-Blindness Backlog in Communities is the Heart of HelpMeSee Surgical Partnerships

Starting in November 2011, the partnership between HelpMeSee and Shri Sadguru Seva Sangh Trust (SSSST) in Chitrakoot, India was established on a simple guiding philosophy. Bring high quality patient care, treatment, and follow-up into one of the region's most remote areas—and serving those living in dire, austere conditions and suffering from curable cataract blindness.

In 2013, SSSST has reported major achievements directly attributed to the HelpMeSee's evidence-based approach and surgical quality assurance programs. By implementing patient centered high-quality surgical care protocols including examination and screening, surgical quality standards and post-operation patient care, more than 60,000 sight restoring procedures have been performed with a post-surgical follow-up rate reaching 90 percent—a percentage that serves as a testament to the success of the HelpMeSee Quality Assurance program.

Additionally, a separate “cloud-based” patient management database has been installed to record each patient's profile (both pre- and post-surgery vision) and follow-up details as part of HelpMeSee's commitment to quality assurance, program transparency and donor visibility.

“Using the HelpMeSee electronic patient record and other systems, we aim to identify, screen, operate & follow-up on each and every cataract patient from Chitrakoot district to make it a cataract blindness-free district by late 2014, says,”—says Dr. B.K. Jain, Director and Trustee, Shri Sadguru Seva Sangh Trust.





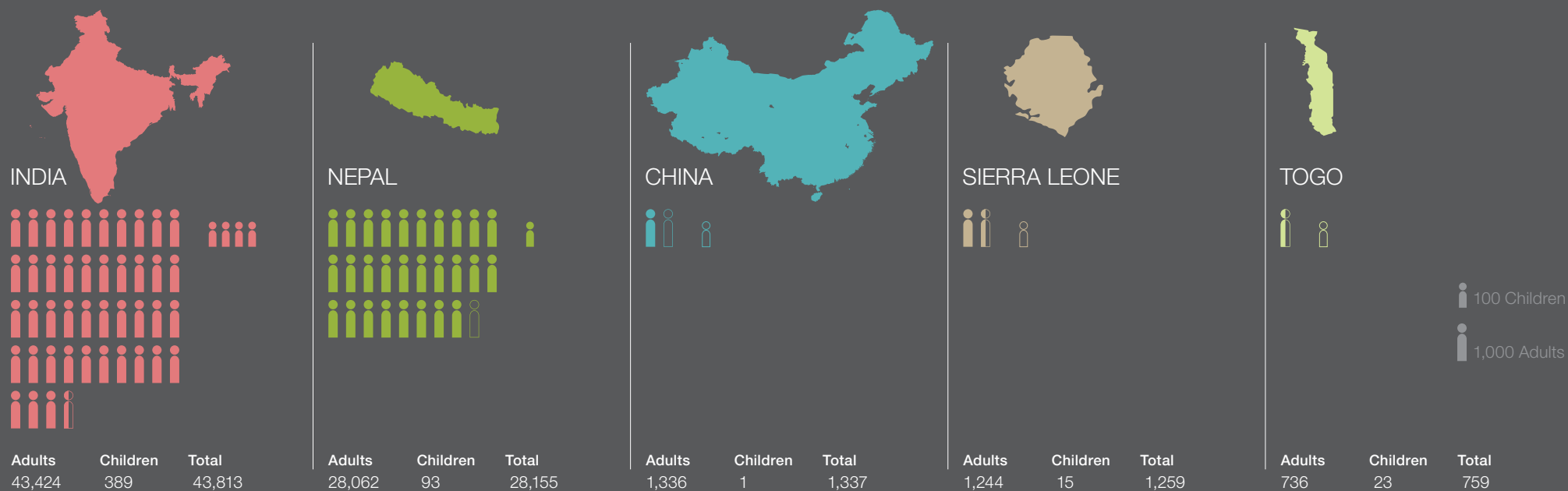
# Program Development and Impact

## Cataract Surgeries

Eliminating cataract blindness is not only at the core of the HelpMeSee campaign—it is the reason it exists. Therefore, the number of Manual Small Incision Cataract Surgeries (MSICS) performed is the basic indicator of mission progress. In the reporting year 2013—HelpMeSee’s second year of MSICS operations—HelpMeSee partner network of 93 surgical partners performed 74,558 MSICS, exceeding the stated goal of 70,000, and bringing the overall number to 100,000 by the end of the year.

As we increase the number of surgical partners and rapidly expand our service areas, HelpMeSee will continue to monitor and evaluate 100% of the surgeries as part of the surgical quality assurance program in accordance with HelpMeSee’s strict safety and quality standards.

## Surgery Count Per Country 2013



# Our Surgical Partners 2013

## INDIA

Dr. Abhishek Dagar  
Dr. Gaurav Kakkar  
Dr. Jayeeta Bose  
Dr. Wang chuk Doma  
Dr. Neha Khanduja  
Dr. Suryakant Jha  
Dr. Samiksha Chaudhary  
Dr. Tarun Soni  
Dr. Sundeep Kumar  
Dr. Sachin Agarwal  
Dr. Jharna Singh  
Dr. Vivek Kumar  
Dr. Ashish Khindria  
Dr. Shashi Sharma  
Dr. Sweta P. Rasalkar  
Dr. Jayendra Aliawadhi

Dr. Rahul Garg  
Dr. Rashmi Krishnamurthy  
Dr. Manisha Sharma  
Dr. Jyoti Puri  
Dr. Sridevi G. Haldar  
Dr. Swarnali Sen  
Dr. Bhumika Sharma  
Dr. Anushree Raina  
Dr. Nikita Patel  
Dr. Purna Agarwal  
Dr. Isha Singla  
Dr. Dharam Singh  
Dr. Elesh Jain  
Dr. Pradhnya Sen  
Dr. Sharmila Jamra  
Dr. Ameresh Kumar

Dr. Dhanjay Giri  
Dr. Ashok Kumar Meena  
Dr. Ashish Mitra  
Dr. Sachin Shetty  
Dr. Ramkishor Shandilya  
Dr. Subhi Tripathi  
Dr. Jagdeesh Wonkhade  
Dr. Gautam Singh  
Dr. Parvez Mansuri  
Dr. Khushboo Bhattad  
Dr. Trapti Sharma  
Dr. Rajesh Joshi  
Dr. Amit Yadav  
Dr. Amit Mishra  
Dr. Sachin Arya  
Dr. Dharmendra Singh

Dr. Sarvesh Jain  
Dr. Saurab Soni  
Dr. Rakesh Shakya  
Dr. Abhishek Purohit  
Dr. Harsha Bhattacharjee  
Dr. Prafulla Sarma  
Dr. Kasturi Bhattacharjee  
Dr. Kalyan Das  
Dr. Jayanta Kr. Das  
Dr. Bal Mukund Agarwal  
Dr. Ganesh Ch. Kuri  
Dr. Jnanankar Medhi  
Dr. Ranajit Basu  
Dr. Pankaj Bhattacharyya  
Dr. Shahinur Tayab  
Dr. Sybil Meshramkar

## SIERRA LEONE

Dr. John Mattia

## TOGO

Dr. Abram Wodome

## CHINA

Dr. Fang Shifeng  
Dr. Guo Suping  
Dr. Li Gengying  
Dr. Xu Liang  
Dr. Xu Yan  
Dr. Zhang Xin  
Dr. An Liangbao  
Dr. Cao Yue  
Dr. Di Xin

Dr. Gao Qingsong  
Dr. Liang Dun  
Dr. Lu Shan  
Dr. Qin Nan  
Dr. Sun Xingjia  
Dr. Xu Ling  
Dr. Yao Tao  
Dr. Xia Cuiran  
Dr. Shan Liang

## NEPAL

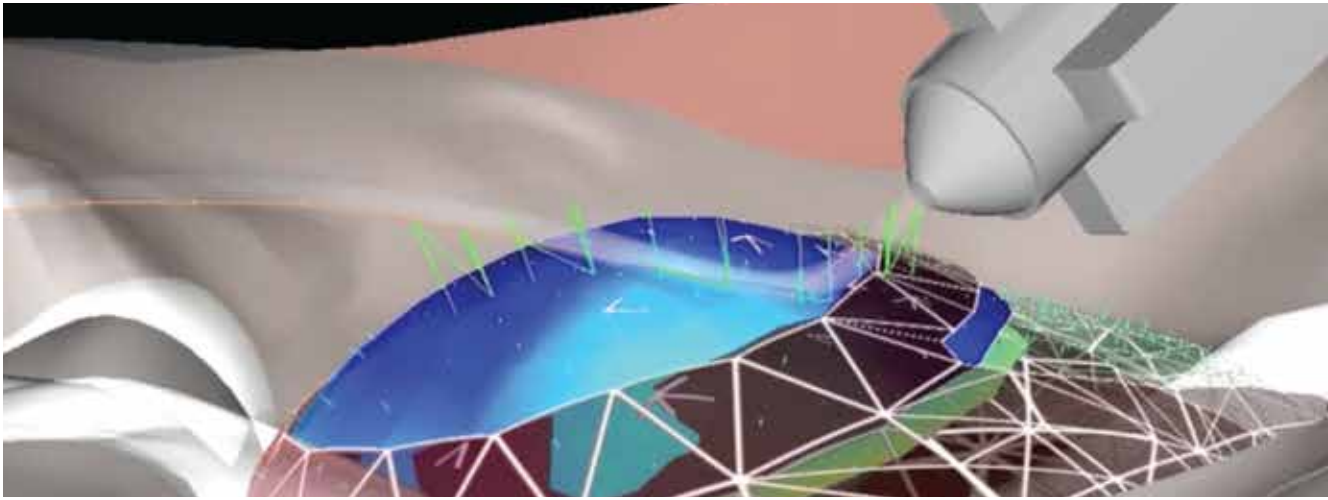
Dr. Bidya Prasad Pant  
Dr. Suresh Raj Pant  
Dr. Deepak Khadka  
Dr. Sujata Bhandari  
Dr. Arjun Shrestha

Dr. Ravidhar Bhandari  
Dr. Subash Bhatta  
Dr. Sulaxmi Katuwal  
Dr. Shankar Khanal

# 05 SECTION

The Convergence  
of Technology  
to Benefit Humanity





In 2013, HelpMeSee continued to expand the use of sophisticated technologies for the purpose of providing a high-yield, outcome-based model of excellence at the lowest cost possible for the delivery of high-quality patient care and surgical outcomes—a recipe of success that is the driving force of HelpMeSee’s executive commitment to its beneficiaries, partners and donors.

There are four main areas of technological focus built to deliver the HelpMeSee campaign: MSICS Simulator and related educational courseware; Patient & Surgical Reporting System; MSICS pre-sterilized, single-use surgical kit; and a Geographic Information System (GIS).

**MSICS Simulator**—The Simulator is at the heart of the HelpMeSee campaign to eliminate blindness due to cataracts. This is because simulation:

1. Provides a limitless supply of “eyes” for training/practice and speeds learning.
2. Eliminates the current practice of using “live” eyes for training and the associated risks to patients.
3. Allows training to be standardized.
4. Surgical proficiency can be objectively measured through real data.

The simulator and courseware is being developed in much the way as done in commercial aviation. By concentrating on a single procedure (MSICS), HelpMeSee will train and graduate 30,000 cataract surgical specialists to eliminate the backlog of cataract blindness and retain an MSICS infrastructure to treat cataract-caused visual impairment.

**Patient & Surgical Reporting System**—Utilizing a cloud-based system for monitoring and evaluation, the online surgical partner management and reporting system monitors every surgery for quality assurance and follow up with both the surgical specialist and the patient. This allows HelpMeSee to build a transparent model of reporting to ensure quality of surgical outcomes, monitor the impact of people’s lives whose vision has been restored and to provide a clear tracking system for our donors to see the impact of their donations at any given moment.



**Surgical Kit**—The introduction of HelpMeSee’s innovative MSICS pre-sterilized, single-use surgical kit is a giant leap forward in providing the highest quality surgeries in the poorest areas of the world where sterilization is difficult and expensive. The kits will be supplied to HelpMeSee surgical partners as part of HelpMeSee comprehensive patient focused delivery and quality assurance program. With the introduction of pre-sterilized kits, HelpMeSee is driving up quality and driving down costs.

**Geographic Positioning and Blindness Surveillance Information System**—Geographic positioning of clinics and surgeons is essential to eliminate the inequalities in access to high-quality cataract surgical services. In 2013, HelpMeSee introduced an innovative approach to cataract disease burden and care delivery. There are four main components of the GIS that will enhance the HelpMeSee campaign:

- To map the areas of the world with the highest incidences of cataract blindness
- To position cataract surgical practices in these areas with the highest incidences
- To monitor the progressive coverage of cataract surgery
- To enhance surgical outcomes and identify areas of improvement.

**All of this will be done in real time and be available to our constituents and donors.**

Through the introduction and implementation of the Patient Surgical Reporting System and along with the Geographic Positioning and Patient Information Systems, HelpMeSee will be able to maintain accurate and real time monitoring and evaluation of its campaign for less than 5 cents per patient.



## 06 SECTION

Our goal is to work wherever cataract blindness exists. Right now, 20 million children and adults suffer from cataract blindness.





## Surgical Training through Simulation

HelpMeSee has made great strides in research and development, which is key to ensuring that there are enough trained cataract specialists available to meet the demand and cure cataract blindness. This segment of our program is designed around the successful completion of the HelpMeSee MSICS Simulator and its related educational programs and course-ware. In 2013, HelpMeSee, along with its surgical simulator development partners, Moog Inc., continued designing and testing the eye simulator—step-by-step—against physics-based data to support critical surgical elements such as force measurements, anatomical and surgical responses from the human eye and a response system that covers every possible variable, and mixture of variables, that could be experienced while performing the surgery. The results from each stage of testing are then analyzed and incorporated into the supporting educational courseware and training materials in order to produce a 360-degree 3 dimensional training model. The high fidelity simulator will be the result of its virtual reality-based model of the human eye as the centerpiece.

*"This project is a great opportunity to combine HelpMeSee and Moog's extensive and highly complementary expertise. Our team work in 2013 raised the level of realism in medical training simulation to a new high."*

Seán Gartland,  
President, Moog Industrial Group







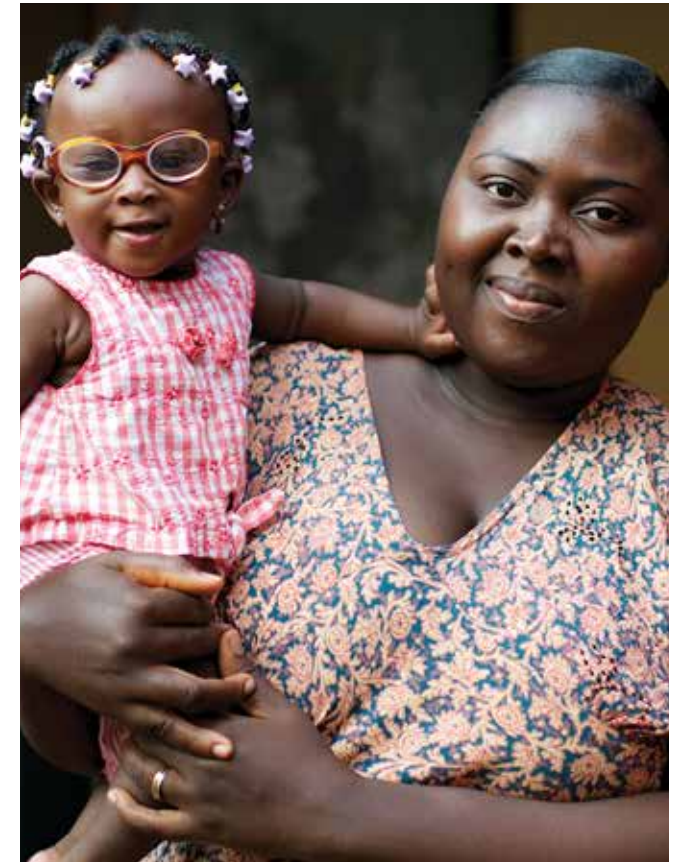
“To accomplish our target of eliminating cataract blindness, we must first address the looming 20 million person backlog. To start, HelpMeSee is engaged in training physicians and eye doctors in the procedure of manual small incision cataract surgery (MSICS). These medical professionals want to learn this procedure because of its success rate, projected accessibility and affordability, especially in areas of the world that are considered, “developing” and where 90 percent of the blind reside.”

—Glenn Strauss, MD, Chief Medical Officer



“To accomplish our goal, HelpMeSee forecasts that approximately 30,000 MSICS specialists will need to be trained, and then establish themselves in strategic areas (mostly rural) in order to address this previously insurmountable backlog.”

—Mohan Jacob Thazhathu, President and CEO

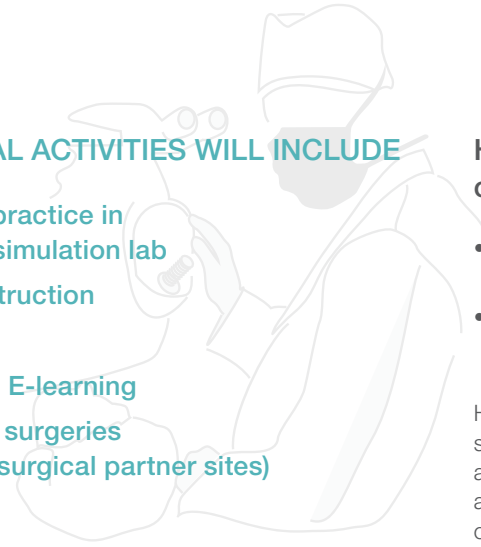


“Our plan to produce an advanced educational suite of resources needed to train MSICS specialists, which includes the high fidelity surgical simulation, combined with advanced proficiency achievement with objective and curriculum-based performance testing, courseware and proficiency testing the system is in the advanced stage of completion.”

—Venudhar Bhatt, Chief Learning Officer

## INSTRUCTIONAL ACTIVITIES WILL INCLUDE

- Simulator lab practice in an immersive simulation lab
- Classroom instruction
- Lab activity
- Self-study and E-learning
- Live mentored surgeries (performed at surgical partner sites)

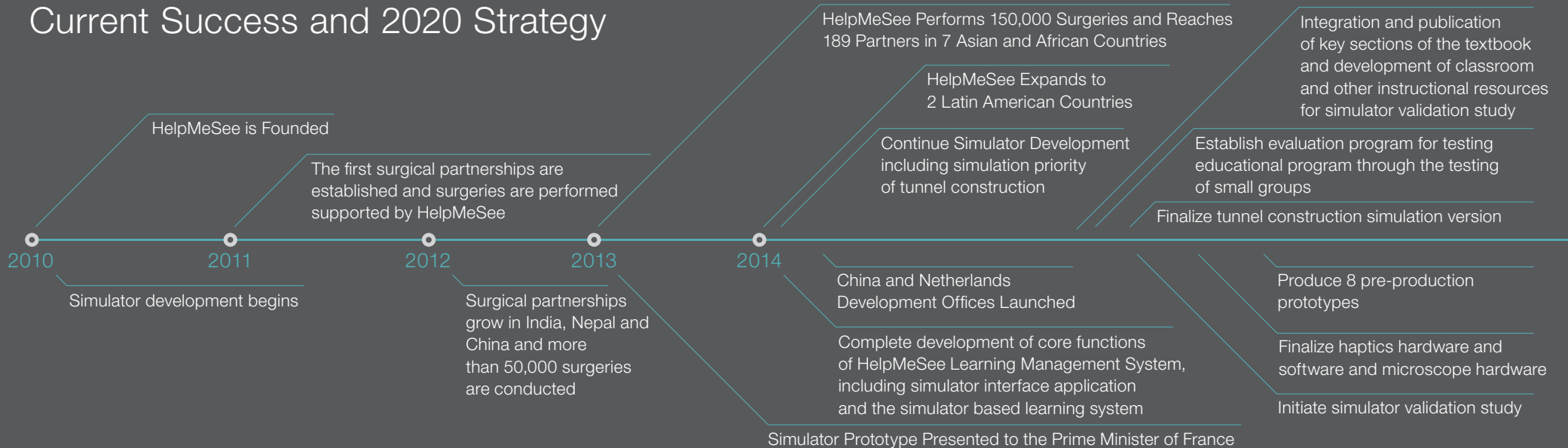


## HelpMeSee plans to pursue the ambitious goal of eliminating cataract blindness worldwide by:

- Training tens of thousands of MSICS specialists in developing countries
- Collaborating and providing support to existing MSICS specialists who already perform this procedure in their communities

HelpMeSee will partner with these specialists and extend support as needed in setting up independent clinics, a Patient Mobilization and Geographic Information System, a standardized surgical kit and medical supply chain, and ongoing, performance-based financial support.

## Current Success and 2020 Strategy

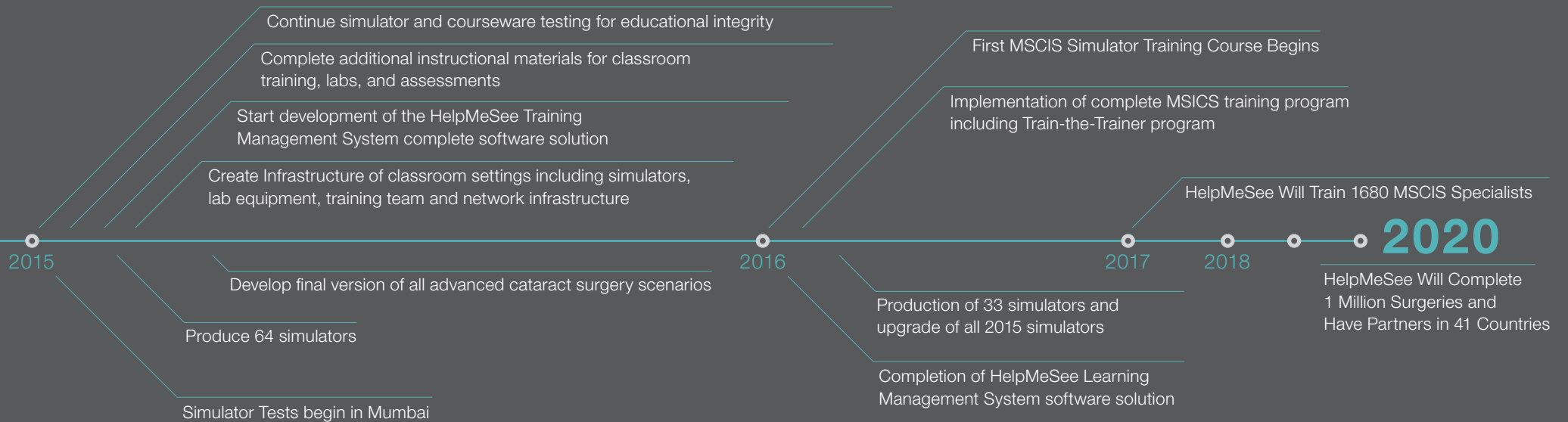


These specialists will be trained to proficiency by HelpMeSee and independently certified as to competency before beginning practice in their respective regions of operation. HelpMeSee forecasts that approximately 30,000 MSICS Specialists will need to be trained.

In order to successfully train MSICS specialists, HelpMeSee plans to establish 3-4 Regional MSICS Training Centers across the developing world.

In the Learning Centers, a distinctive feature of the HelpMeSee Training program is the use of an innovative, high fidelity MSICS surgical simulator that will allow simulation of the entire MSICS procedure and enable comprehensive training in a wide range of scenarios for pre-existing patient characteristics and 200+ surgical complications.

Along with the high-fidelity simulator, several instructional activities will be used as a blended learning approach to effectively implement training and skill development.

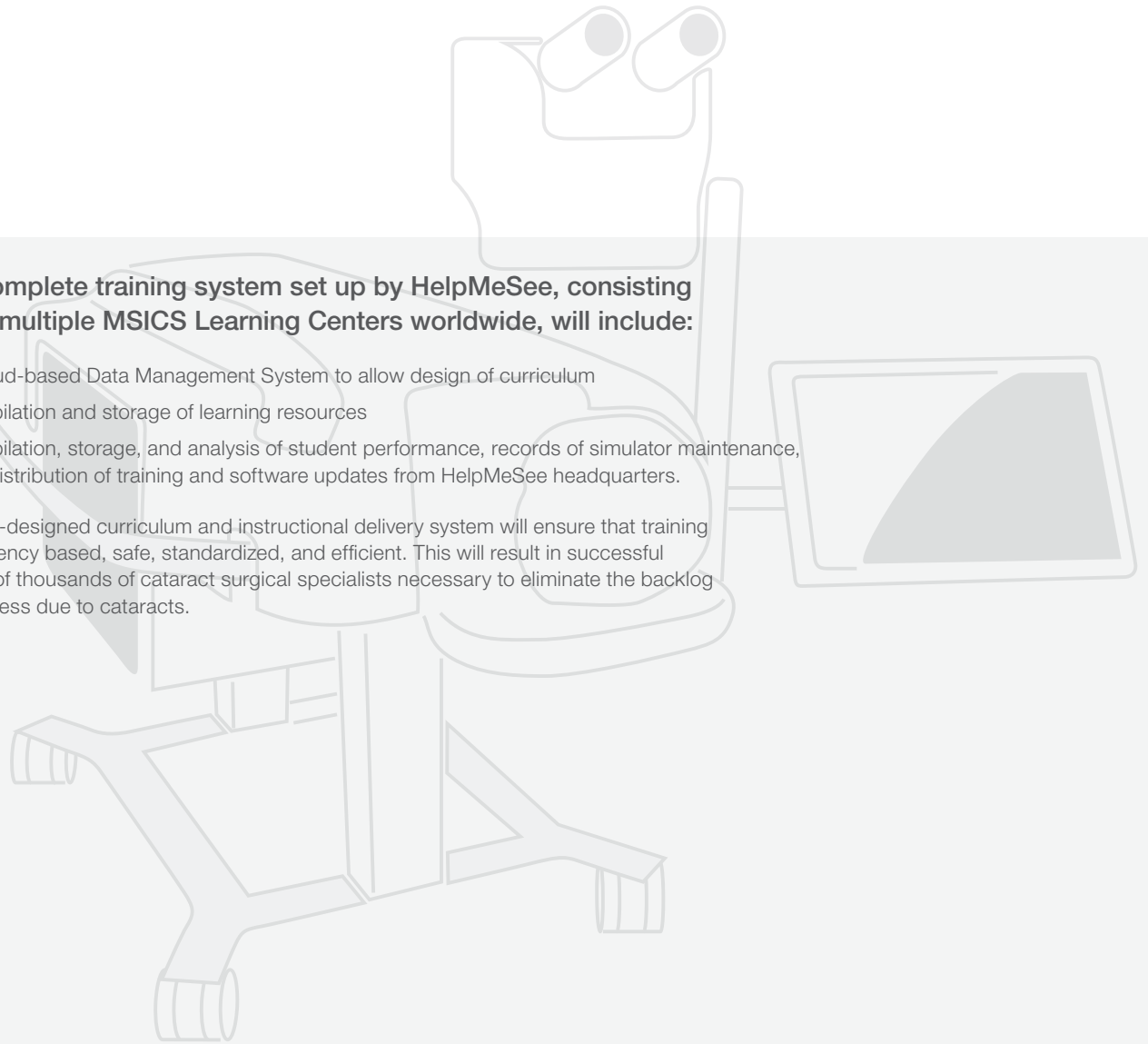




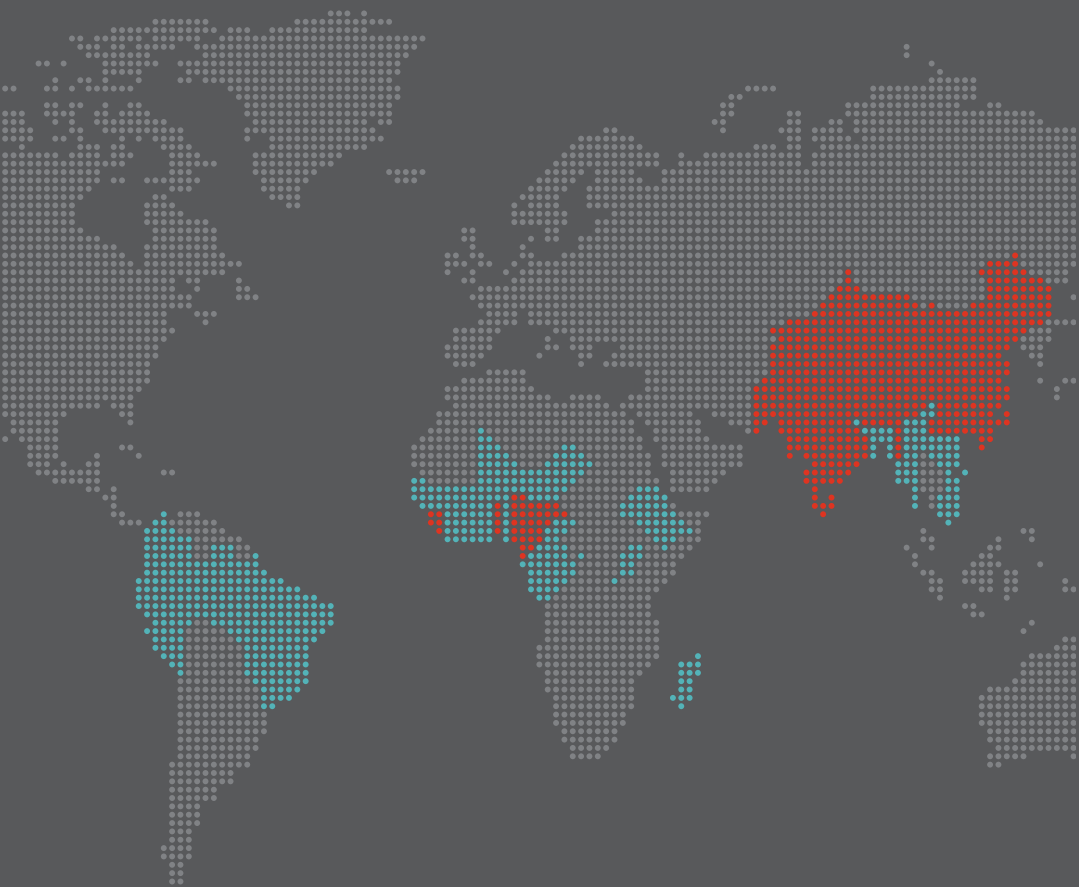
**The complete training system set up by HelpMeSee, consisting of the multiple MSICS Learning Centers worldwide, will include:**

- A cloud-based Data Management System to allow design of curriculum
- Compilation and storage of learning resources
- Compilation, storage, and analysis of student performance, records of simulator maintenance, and distribution of training and software updates from HelpMeSee headquarters.

This well-designed curriculum and instructional delivery system will ensure that training is proficiency based, safe, standardized, and efficient. This will result in successful training of thousands of cataract surgical specialists necessary to eliminate the backlog of blindness due to cataracts.



# Working Towards Eliminating Cataract Blindness in the Developing World



- HelpMeSee operating today
- Where we are planning to be soon

## Educational Courseware and E-Learning

The MSICS Simulator is the centerpiece of HelpMeSee's comprehensive educational courseware and e-learning program designed to successfully offer a university-level curriculum in the training of MSICS. In 2013, a total of 48 chapters covering 9 segmented areas of learning were completed. Twenty-five of the overall chapters covering instruction on basic MSICS procedures have been written and finalized as part of the overall course outline. Key development successes in 2013 include:

## A Comprehensive Educational Program

- Initial development of Training Management System software application
- E-learning book development including media production, content integration and HTML5 framework
- Finalization of content coverage and structural design

To support the increase of HelpMeSee Surgical Partners—including those who will graduate from the MSICS Educational Program—HelpMeSee is strengthening the functionality of a cloud-based system using HelpMeSee's Patient Quality Assurance and Surgical Quality Outcome Standards used to monitor the surgeries performed by 107 surgical partners in 2013. This cloud-based system will serve as the foundation of all organizational and programmatic proficiencies created, developed and implemented by HelpMeSee—all for the sole purpose of eliminating cataract blindness and restoring sight to poor people needlessly suffering from this curable disease.

In 2013, HelpMeSee completed a detailed documentation of the surgical procedure. This compilation is being developed into an interactive, multi-media rich and engaging e-book that will serve as a comprehensive textbook for the MSICS procedure.

Cataract Blindness is a global issue that requires worldwide collaboration.



# Collaboration is Key

Cataract blindness is a global issue that requires worldwide attention and participation.

Creating a network of like-minded organizations, individuals, and partnerships is critical to the success of the HelpMeSee campaign. The elimination of cataract blindness is a global responsibility. With this in mind, HelpMeSee forged a number of strategic partnerships to advance the campaign. In 2013:

- HelpMeSee and its main simulator technology partner, **Moog** continued the production of cutting-edge surgical simulation technology to introduce the world's first virtual reality MSICS Simulator, aimed at graduating 30,000 MSICS specialists to address the backlog of cataract blindness. Sensegraphics and inSimo are handling the software design and integration under the direction of Moog. SenseGraphics is based in Sweden. InSimo is based in France. They are helping revolutionize surgical simulation in ophthalmology.
- **Bill & Melinda Gates Foundation**—In December 2012, the Bill & Melinda Gates Foundation provided significant support for the development of the MSICS Surgical Simulator to expand the accessibility and quality of cataract surgical services. Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty.



- **RCM Technologies**—HelpMeSee began work with RCM Technologies in 2013 to maintain proper functionality of training systems across the organization. As part of the HelpMeSee MSICS Training Program, RCM supported the development of HelpMeSee's surgical information database, which will be used to support the quality assurance program.
- **Clarity** is a Canada based web business solutions provider, specializing in systems development, and has been a critical partner in creating some of the most vital technologies required to help us successfully eliminate cataract blindness. In 2013, the Clarity team began building our GIS (Global Information System), designed to locate people with cataract blindness in the developing world. Though this innovative approach, HelpMeSee will be able to identify areas of the world with the highest prevalence of cataract blindness, effectively track our medical outreach programs, connect those patients with local cataract surgical specialists and provide us with real time, cloud-based information on how their lives are impacted through sight restoration. Their specialization in the healthcare field enables HelpMeSee to strengthen the monitoring of our surgical reporting systems and maintain stringent pre and post-surgical quality assurance programs.
- **HelpAge India**—The country's largest non-profit dedicated to addressing the needs of the elderly in India joined HelpMeSee in helping to cure cataract blindness. Through this partnership, HelpMeSee will launch both a fundraising and hospital partner campaign so that the money raised in India is used to support cataract surgeries for its citizens.
- **University of Marseille**—In 2013, HelpMeSee entered into talks with the University of Marseille in France to provide accreditation for its MSICS Simulator Training and Education Program.
- To complement the HelpMeSee MSICS Simulator and to lead the effort in creating a comprehensive training program, HelpMeSee engaged **Symphony Teleca**, a global software company headquartered in California, to develop a cloud-based Data Management System that will serve as a platform for delivering the MSICS Simulator Training Program. Symphony Teleca will develop the interface application that will present a wide range of surgical scenarios in order to help trainees further understand and learn the MSICS procedure. The system will also help monitor, report, and assess proficiency levels at each stage of training, allowing HelpMeSee real time assessments and outcomes of its overall training program.
- **The Trafigura Foundation partnership** supports the HelpMeSee goal of eliminating cataract blindness by targeting communities living in austere circumstances with the objective of building sustainable access to well-trained local surgeons who can provide high quality, sight-restoring MSICS (manual small incision cataract surgeries) through the use of an innovative, pre-sterilized, single-use MSICS Kit. Initially, Senegal, Gambia, Mali, Guinea Conakry and Angola in Africa and Myanmar in Asia have been identified for the partnership's first phase.

The Trafigura Foundation champions the ideology of partnering with organizations in carrying out and strengthening programs in three areas of focus: sustainable development, education & integration, and health. The Foundation's belief is that these different roads to development are interdependent and mutually reinforcing.

# 08 SECTION



## Financial Summary And IRS 990 Information 2013 Financials

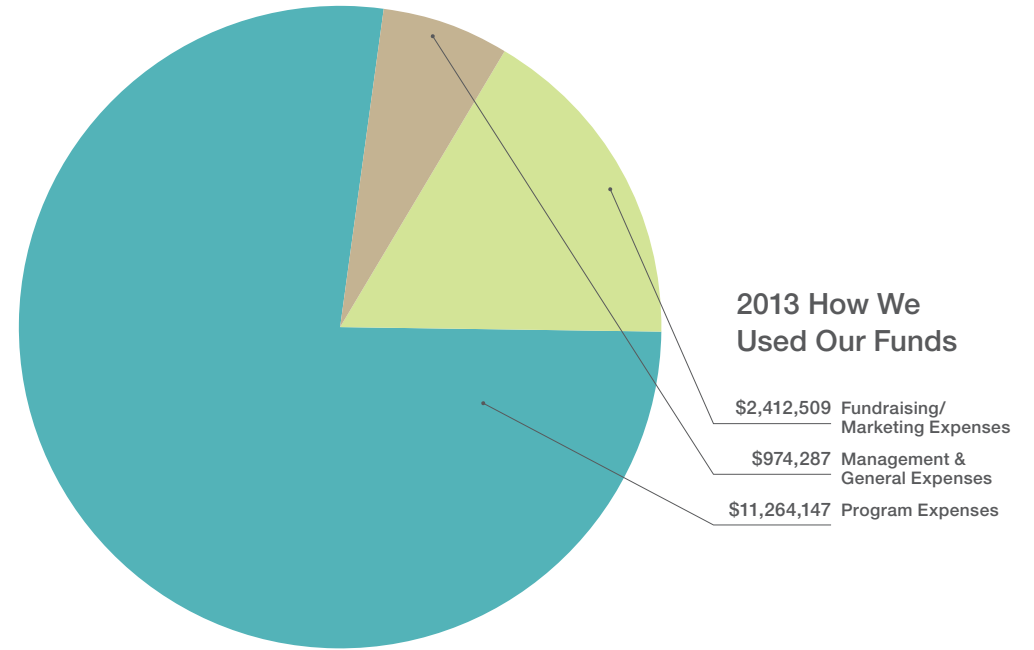


# Financial Summary And IRS 990 Information

## 2013 Financials

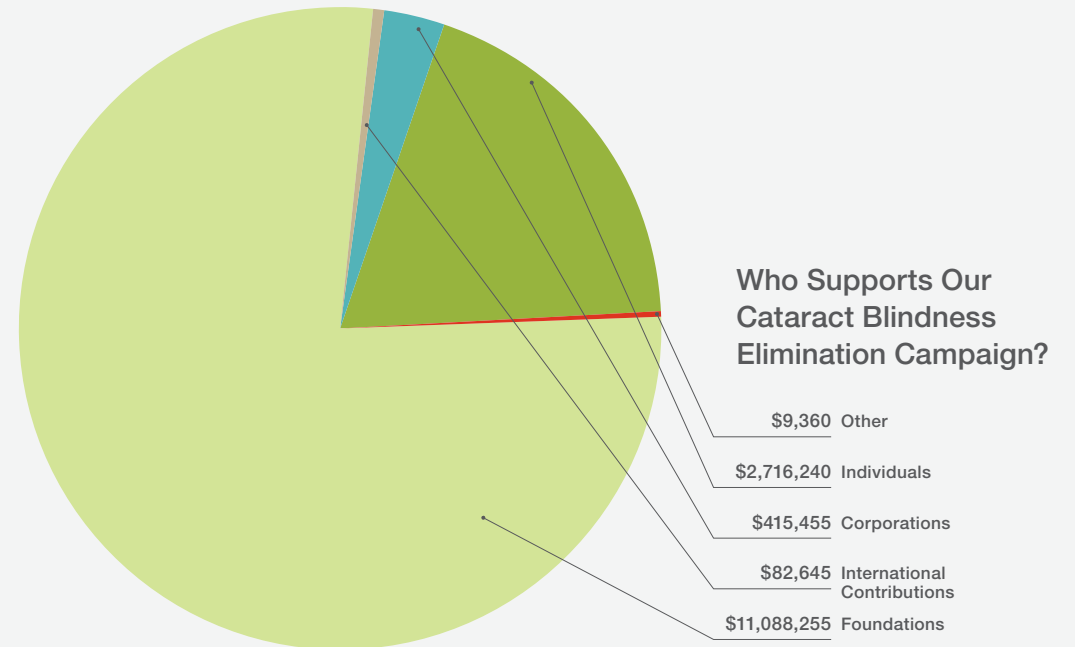
In 2013, HelpMeSee generated a total of \$14,311,968 in revenue, thanks to the collective efforts of our institutional and individual donors, the support of the Ueltschi Foundations, the Bill & Melinda Gates Foundation, and our joint fundraising campaign with HelpAge India.

HelpMeSee's program expenses ratio in 2013 was 77%, an increase from 69% in 2012. HelpMeSee has spent \$2,162,393 more on our cataract surgical program in 2013 than in 2012. The Bill & Melinda Gates Foundation continue to support our expenses in developing our surgical training simulator courseware systems.



## Overview of 2013 Statement of Financial Position

	2013	2012
Total Assets	\$12,390,998	\$7,182,673
Total Liabilities	\$9,616,432	\$4,069,132
Total Net Assets	\$2,774,566	\$3,113,541
<b>Total liabilities and net assets</b>	<b>\$12,390,998</b>	<b>\$7,182,673</b>



## Overview of 2013 Statement of Activities and Changes In Net Assets\*

	2013	2012
Public Support		
<b>Total Revenue And Other Support</b>	<b>\$14,311,968</b>	<b>\$9,245,120</b>
Expenses		
Program Services		
Technical Assistance	\$630,213	\$365,614
Surgical Training and Quality Assurance	\$5,679,698	\$211,715
Cataract Surgeries	\$3,513,101	\$1,350,708
Public Awareness	\$1,441,135	\$2,887,727
<b>Total Program Services</b>	<b>\$11,264,147</b>	<b>\$4,815,764</b>
Supporting Services		
Management and General	\$974,287	\$149,941
Fundraising	\$2,412,509	\$2,060,097
<b>Total Supporting Services</b>	<b>\$3,386,796</b>	<b>\$2,210,038</b>
<b>Total Expenses</b>	<b>\$14,650,943</b>	<b>\$7,025,802</b>
Change in Net Assets	(\$338,975)	\$2,219,318
Net Assets		
Beginning of Year	\$3,113,541	\$894,223
End of Year	\$2,774,566	\$3,113,541

\*The financial information herein was extracted from audited financial statements for year 2013. To see our audited financial statement, please visit our website at [www.helpmeseesee.org](http://www.helpmeseesee.org) or contact HelpMeSee at [info@helpmeseesee.org](mailto:info@helpmeseesee.org) or toll free at 844-HelpMeSee."



“The best safety device in any aircraft is a well-trained crew.”  
Albert L. Ueltschi (1917–2012)  
Founder of Flight Safety International  
Co-Founder of HelpMeSee

## One Man's Dream Turned Reality

The HelpMeSee campaign has its beginnings in the late 1970s. It was then that Albert L. Ueltschi dedicated himself to fighting blindness in the developing world. He was convinced that training of local providers so they could serve their communities was the answer.

As founder and leader of FlightSafety International, the world's foremost aviation training company, he thought that he had the skills and dedication to make a difference.

Today, FlightSafety ([www.flightsafety.com](http://www.flightsafety.com)), is part of Warren Buffett's Berkshire Hathaway. FSI is a global leader in aviation simulation technology training, providing more than 3,000 individual courses for 135 aircraft types, using more than 300 simulators to serve customers from 154 countries.

Al co-founded and led Orbis International for 30 years. It is best known for its “Flying Eye Hospital,” Al Ueltschi led the effort to outfit the original McDonnell Douglas DC-8 airplane and later, its successor the DC-10 wide body. For the first time, volunteer ophthalmologists could reach out to all corners of the globe to treat avoidable blindness of all types and to strengthen eye care practices in developing countries through training.

Al realized that while the Flying Eye Hospital program continued to do great work, it lacked the scalability needed to provide access to the millions of cataract blind, which is, by far, the single largest cause of treatable blindness.

It wasn't long into the new millennium when he began investigating the possible use of high fidelity simulation technology and other aviation instructional techniques to train highly skilled cataract specialists to solve the problem of cataract treatment access. Al co-founded HelpMeSee with his son, Jim Ueltschi, with a singular purpose: to eliminate cataract blindness. He brought to HelpMeSee more than a half a century's experience in simulation-based aviation training to successfully design and develop a virtual reality eye surgical simulator to train to proficiency 30,000 cataract specialists.

Al died in October 2012, but not before signing the Giving Pledge along with Bill Gates and Warren Buffet. As of this report, together with the Bill and Melinda Gates Foundation, the A.L. Ueltschi Foundation and the Jim Ueltschi Foundation collectively contributed the start-up cost to successfully launch the HelpMeSee campaign to eliminate blindness caused by cataract.



[www.HelpMeSee.org](http://www.HelpMeSee.org)