

MED TECH

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OUTLOOK



I-MED Pharma

Taking Eye Care to the Next Level

Dry eye disease has plagued the population for years. An estimated 300 million people worldwide suffer from dry eyes. The condition has evolved from being a secondary problem to one of the fastest-growing issues in ophthalmology today. Dry eyes can be a source of daily discomfort, and the underlying cause is not always easy to determine. Several factors, including excess time spent in front of screens (smartphone, computer, television), severe dry weather conditions or humidity, hereditary factors, and even wearing contact lenses, are known to worsen dry eyes. While there are numerous advances in eye drops and treatment options for dry eye, there hasn't always been an optimal solution in the marketplace that offered long-lasting comfort and relief at an affordable cost. This changed when I-MED Pharma, a Canadian medical device company specializing in dry eye diagnosis and management, came out with the world's first viscoadaptive artificial tear which contained a top-quality hyaluronan component. Subsequently, a complete, unique line of dry eye products followed. Daniel Hofmann, president and CEO of I-MED Pharma, says, "We strive to continually research, develop, and commercialize a comprehensive set of ocular disease diagnostics and treatments with unrivaled value for all our patients and partners." I-MED Pharma creates and distributes the most effective and advanced solutions to eye disorders like cataracts, corneal degeneration, dry eye and meibomian gland dysfunction (MGD).

The firm's latest product, I-DROP® MGD, is a premium, preservative-free artificial tear that will help relieve symptoms associated with evaporative dry eye. It contains a lipid layer enhancer and osmoprotectant that offers much-needed relief to patients. "It's like the 'Ferrari' of eye drops when it comes to quality and innovation. We started the R&D for I-DROP® MGD about six years ago, when meibomian gland dysfunction was revealed to be the primary cause of dry eye in over 60 percent of cases," adds Hofmann. Today, the product is the most advanced eye drop for hydrating and lubricating the cornea. It stabilizes and enhances the lipid layer while reducing the evaporation of the tear film.

What's more? I-DROP® MGD is a long-lasting artificial tear with blink-activated coating and re-coating of the surface of the



Daniel Hofmann

eye, resulting in increased patient comfort and lower therapy costs to patients. In contrast to other eye drops, a patient only needs to apply I-DROP® MGD a few times per day. But what truly differentiates the eye drop from others in the landscape is the fact that it is stable at room temperature, transparent (i.e., short-term blurring), and delivers unparalleled ocular hydration and comfort. I-DROP® MGD is most suited for patients with moderate to severe evaporative dry eye disease with a compromised lipid layer. "We are very proud of this product and we will continue to invest heavily into the education and R&D of new, effective dry eye products going forward," informs Hofmann.

I-MED Pharma was first established in 1989 in Montreal, QC as a distributor of ophthalmic products for cataract and corneal surgery. "We slowly expanded our expertise to include researching, developing, and distributing additional innovative medical, surgical, and veterinary eye care products aligning with the needs of the market. We cater to the demands of the Canadian ophthalmologists, optometrists, and the global eye care community," mentions Hofmann. "We consider ourselves as a science-based R&D company first, and a commercialization and marketing sales company second. We ensure that everything we develop and sell is top class." Currently, I-MED Pharma's ocular surface disease product range includes diagnostic tools, ocular hygiene, nutrition, dry eye drops, and therapeutic accessories. Over the last 30 years, the firm has brought over 40 different products from concept to market.

For the road ahead, the company will continue to develop the most innovative products and bring them to market. At the same time, I-MED Pharma is also planning on investing in advanced technology that will allow ophthalmologists and optometrists to diagnose eye conditions more safely, with less contact—accurately and quickly. Given the current pandemic and the increase in remote working, more people are spending a major part of their time in front of computer screens resulting in the development of both dry eye disease and computer vision syndrome (a subset of dry eye.) "Our aim is to help them with state-of-the-art diagnostics and effective treatment solutions and be acknowledged worldwide as the leading dry eye disease company," wraps up Hofmann. 