

Medilink Midlands Case Study: Driving Innovation in Vision Technology

AMBITION

Aston Vision Sciences, a spin off from Aston University, Birmingham, was founded with a mission to revolutionise eye care through cutting-edge vision technology. Recognising the need for enhanced diagnostic tools and innovative treatments, founder Karl Obszanski set out to bridge the gap between clinical needs and technological advancements. The company's ambition is to improve patient outcomes by developing solutions that offer greater precision, efficiency, and accessibility in vision care.

INNOVATION



At the core of Aston Vision Sciences work is a commitment to pioneering innovation in ophthalmic technology, in particular, portable devices that can reach, more patients earlier in their disease's progression journey, and to treat rural and mobility restricted patients in remote communities around the world. By leveraging advanced imaging techniques, artificial intelligence, and data analytics, the company

has developed breakthrough solutions that enhance early detection and diagnosis of eye diseases.

Aston Vision Sciences currently offers two innovative products: a high-performance clip-in Fluorescein filter and the Lumio, a portable eye examiner designed for fast, convenient eye assessments. Lumio is particularly beneficial for examining infants and wheelchair users who may struggle to be tested with traditional equipment. These cutting-edge tools are already being used in multiple countries worldwide and are making a positive difference to patient care.

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CHALLENGE

Bringing a new technology to market presents numerous challenges, from securing funding to navigating regulatory approvals and clinical validation. For Aston Vision Sciences, one of the key hurdles was ensuring that their technology met stringent medical standards while remaining commercially viable. Additionally, presenting the innovation to the critically-minded industry required robust clinical evidence and strategic engagement with key stakeholders. Expanding into international markets also presented challenges, including regulatory compliance in different regions and adapting to varied healthcare infrastructures.

SUPPORT

Collaboration has been instrumental in Aston Vision Sciences journey. Support from industry bodies like Medilink Midlands and the West Midlands Health Tech Innovation Accelerator (WMHTIA) has provided access to critical networks, funding opportunities, and expert guidance surrounding complex hardware solutions for a third medical device. Medilink Midlands' extensive network has been invaluable in connecting the company with key industry stakeholders, investors, and healthcare professionals.

Over the years, Medilink Midlands has provided ongoing support through mentoring, business development, and funding opportunities. Additionally, through the WMHTIA programme, Aston Vision Sciences was awarded £50,000 in grant funding, which has been instrumental in advancing its research and development efforts. Introductions and invitations to key medtech events and exhibitions facilitated by Medilink Midlands and WMHTIA has enabled the company to reach a wider audience and showcase its innovations to potential partners and customers.

RESULTS

Aston Vision Sciences innovations have already demonstrated significant impact. Early trials and pilot studies have shown improvements in diagnostic accuracy and efficiency, reducing the time needed for clinicians to identify and treat vision-related conditions. Adoption of the technology by leading healthcare providers has validated its effectiveness and potential to become a standard tool in ophthalmic care. The company has also gained recognition for its contributions to the field, winning industry awards and securing key partnerships, both domestically and internationally. With successful expansion into overseas markets, including Europe, North America, and Asia, where its technology is being adopted by healthcare providers and research institutions to enhance vision diagnostics and treatment.

SUSTAINABILITY

Sustainability is a key focus for Aston Vision Sciences, both in terms of business growth and environmental responsibility. Their scalable technology is designed to be accessible to healthcare providers worldwide, ensuring long-term impact in both developed and emerging markets.

WHAT'S NEXT?

Looking ahead, Aston Vision Sciences aims to expand its product portfolio and explore new applications of its technology in broader healthcare diagnostics. Further research and development efforts will focus on enhancing AI capabilities and integrating telemedicine solutions to improve accessibility for remote and underserved populations.

With ongoing collaborations, strategic investments, and the continued support of Medilink Midlands and WMHTIA, the company is well-positioned to continue driving innovation in the field of vision science on a global scale.

Locally-led Innovation Accelerators delivered in
partnership with DSIT, Innovate UK and City Regions

