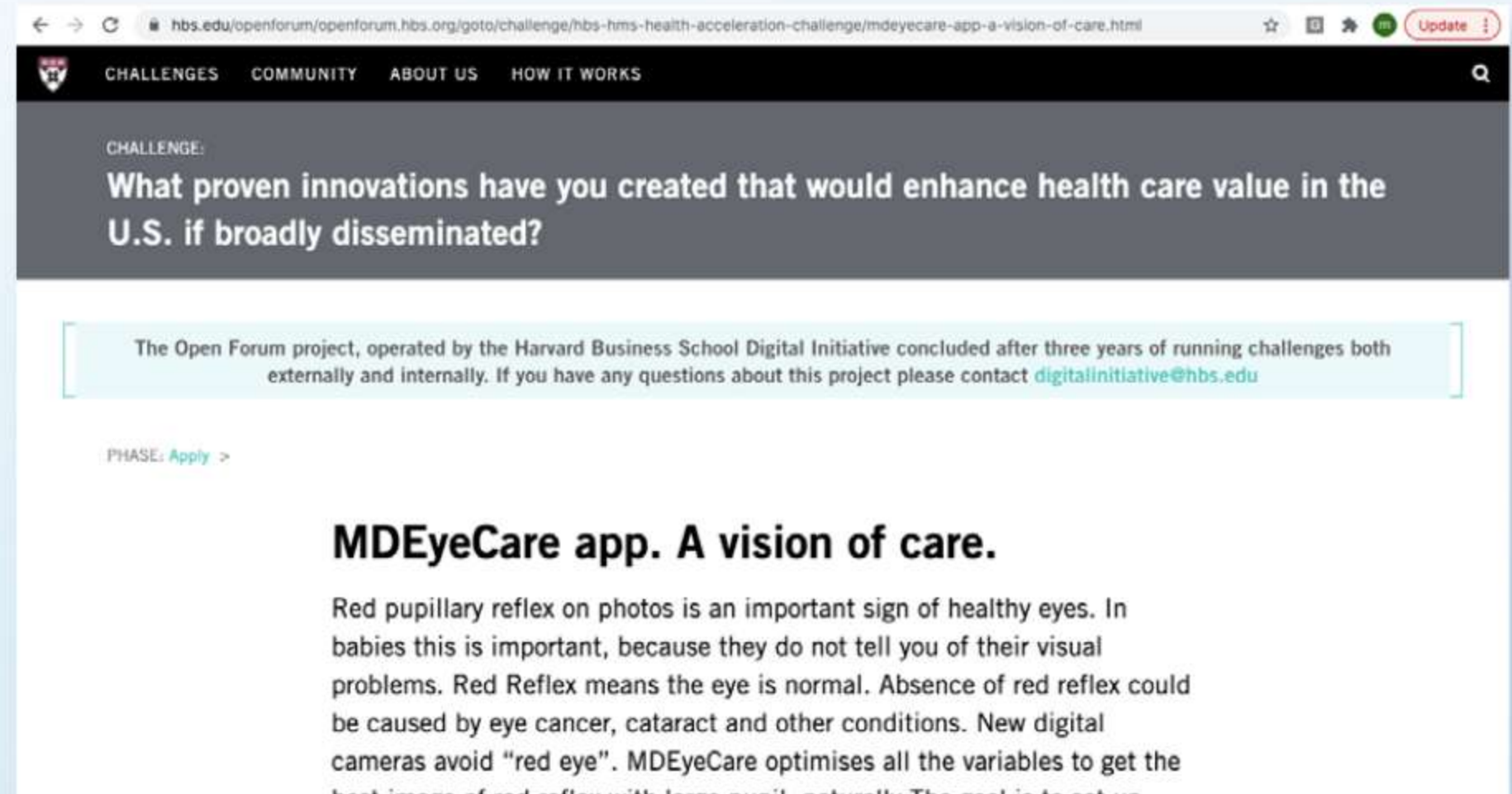


# Harvard Business School

USA



The screenshot shows a web browser window with the URL `hbs.edu/openforum/openforum.hbs.org/goto/challenge/hbs-hms-health-acceleration-challenge/mdeyecare-app-a-vision-of-care.html`. The page features a navigation bar with links for CHALLENGES, COMMUNITY, ABOUT US, and HOW IT WORKS. The main content area is titled "CHALLENGE:" and asks, "What proven innovations have you created that would enhance health care value in the U.S. if broadly disseminated?". A light blue callout box contains text about the Open Forum project's conclusion and contact information: "The Open Forum project, operated by the Harvard Business School Digital Initiative concluded after three years of running challenges both externally and internally. If you have any questions about this project please contact [digitalinitiative@hbs.edu](mailto:digitalinitiative@hbs.edu)". Below this, the phase is listed as "PHASE: Apply >". The challenge title is "MDEyeCare app. A vision of care.", followed by a paragraph describing the app's purpose: "Red pupillary reflex on photos is an important sign of healthy eyes. In babies this is important, because they do not tell you of their visual problems. Red Reflex means the eye is normal. Absence of red reflex could be caused by eye cancer, cataract and other conditions. New digital cameras avoid 'red eye'. MDEyeCare optimises all the variables to get the best image of red reflex with large pupil, naturally. The goal is to get up