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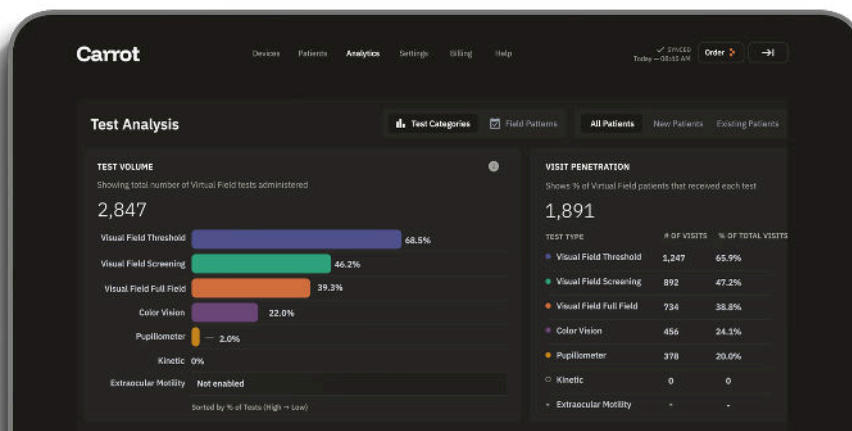
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Carrot

FOR IMMEDIATE RELEASE

Carrot Launches Analytics Dashboard, Expanding its Platform With Real-Time Workflow Visibility and Performance Management for Eye Care Practices

New capability helps eye care practices identify inefficiencies, capture missed revenue, and improve performance across providers, locations, and time.



Brooklyn, NY – May 12, 2026 – Carrot, the leading VR visual diagnostic platform, today announced the launch of the Carrot Analytics Dashboard, a real-time analytics dashboard that gives eye care practices visibility into diagnostic workflow performance across providers, locations, and devices. By turning testing activity into clear, actionable insight, the dashboard helps practices identify inefficiencies, capture missed revenue, and improve operational performance.

Diagnostic workflow data is often fragmented across systems within eye care practices and healthcare organizations, making it difficult for administrators to access and interpret in real time. EMR data can also depend on manual entry, which may not always reflect every test that was actually performed. The Carrot Analytics Dashboard gives practices a clearer view of testing activity by centralizing performance data into a unified view of what happened across providers, locations, and time.

“We’ve seen how workflow inefficiencies can create longer patient visits, underused resources, and significant missed billing opportunities,” said Jeremy Barlow, Carrot CEO. “The Analytics Dashboard is our first step in translating testing data into operational insights that help clinics run more efficiently and make better business decisions.”

The Carrot Analytics Dashboard introduces purpose-built insights that connect clinical activity to operational performance. Practices can track testing volume, measure utilization across devices and providers, understand tests per visit, and identify gaps between what is performed and what is captured. These insights help teams move from assumption to data-driven action.

“We were extremely intentional about the data we chose to surface first,” said Charmaine Brown, PhD, Product Director at Carrot. “Practices do not need more data. They need the right data. The dashboard focuses on the metrics that directly impact efficiency, consistency, and revenue capture, so teams can quickly understand what is happening and where to take action.”

The Analytics Dashboard also enables performance management at scale. Multi-location organizations can compare sites in real time, identify variability, and standardize workflows across their network. Practice administrators and operators can monitor trends over time, align staffing with demand, and improve consistency across providers.

The Analytics Dashboard launch reinforces Carrot’s position as a category leader, expanding beyond measurement into management. In a category historically solely focused on visual field tests, Carrot is building a platform that helps practices understand and improve how their diagnostic systems perform.

Carrot plans to continue expanding the Analytics Dashboard with additional insights, reporting capabilities, and workflow intelligence over time.

“The dashboard is an extension of how we build everything at Carrot,” said Barlow. “We will continue to iterate, refine, and expand it based on exactly what our customers tell us they need. Our goal is to support better patient care, stronger efficiency, and sustainable growth as the demands on eye care practices continue to evolve.”

The Carrot Analytics Dashboard is now available within the [Carrot Platform](#).

About Carrot

Carrot (formerly Virtual Field) is a complete end-to-end visual diagnostic platform designed to modernize how eye care providers perform and manage diagnostic testing. Built for optometrists and ophthalmologists, Carrot delivers clinically validated visual field and functional vision exams through a portable, software-driven platform that improves efficiency, accessibility, and patient experience. Today, more than 2,400 eye care providers use Carrot to deliver diagnostic testing, with over 5 million exams performed on the platform worldwide. To learn more about Carrot and its visual diagnostics platform, visit [Carrot.io](#).

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