

Management Priorities in Eye Care Delivery for Heads of Eye Hospitals

January 23-29, 2022



This one-week course provides an overview of principles and practices of management for efficient delivery of eye care services, with particular focus on implementation and measurement tools that heads of hospitals need for evidence-based decision making. It is directly relevant to the issues and challenges that are unique to an eye care provider:

- Reaching out to more patients in your service area
- Bringing in more paying patients
- Keeping a tab on everyday operations
- Making the best use of all your resources
- Creating an enabling environment for your team
- Leading a motivated and dedicated workforce
- Maintaining a focus on quality
- Providing patient centred care
- Designing comprehensive eye care services to meet the community's needs
- Creating a sustainable organisation

Class time is a combination of lectures and case discussions supplemented by reading assignments and exercises. Within and beyond the classroom, you can expect exposure to management practices within the Aravind System, which includes visits to tertiary and secondary care hospitals, vision centers, community centers, and outreach programmes.

Who should attend?

This course is designed for medical and non-medical professionals who are in the senior management and leadership positions of eye hospitals or eye departments. This annual course has trained over 479 heads of eye hospitals from 41 countries in 19 batches.

The programme covers

Human Resource Management

- HR challenges particular to eye hospitals
- Motivation and team building
- Retention strategies

Service Marketing

- Reaching the target population
- Eye morbidity and utilization of eye care services
- Demand generation models for getting more patients

Operations Management

- Resource identification, analysis and scheduling
- Designing service systems to manage demand and supply

Quality Assurance

- Quality assurance in practice
- Measuring quality in clinical and non-clinical areas
- Benchmarking and the use of standard operating procedures

Management Information Systems

- Developing information systems for monitoring operational efficiency
- Role and application of IT

Financial Management

- Cost control, resource utilization and financial viability
- Budgeting for activities, capital, and recurring expenses
- Investment decision making

Community Eye Health and Planning Comprehensive Eye Care Services

- Primary, secondary and tertiary care in community eye health
- Prevention, treatment and rehabilitation
- Needs-based human resources, technology and infrastructure planning
- Overview of VISION 2020 initiative

Course Faculty

Prof. Debolina Dutta

Professor of Practice - Organizational Behaviour & HRM
Indian Institute of Management, Bangalore (IIMB)

Prof. G. Balasubramanian

Associate Professor,
Institute of Financial Management and Research,
Chennai

Mr. R.D. Thulasiraj

Executive Director, LAICO
Director – Operations, Aravind Eye Care System (AECS)

Dr. R.D. Ravindran

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Chief Medical Officer
Aravind Eye Hospital, Chennai
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Sr Manager – Clinical Services
Aravind Eye Hospital, Madurai

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Sr Manager - Operations,
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Course Fee

For Nepal and Indian participants - INR. 14,160/-
For Overseas participants - US \$ 590
(Inclusive of 18% GST to the course fee)



To enquire about this course, contact
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