

A Report

2018

Webinar on Blue Ocean Thinking



29th August, 2018
Time: 16:30 to 17:45 hrs

VISION 2020 INDIA
Knowledge Hub
Presents
Webinar

Blue Ocean Thinking

Context: Can I make my hospital into a "Uber" model? Is there a learning for eye hospitals from the IPL? Most eye hospitals focused on community eye care have limited resources. We also have apparently challenging aims to drive high impact with a low cost execution.

The only way forward is to inject innovation and creativity into thinking and mindset, departing from orthodox method of doing things. Developed by INSEAD – world's leading business school - based on a study of 150 strategic moves spanning more than 100 years across 30 industries, Blue Ocean approach focuses on creativity and innovation where everybody wins without taking down others.

For more information, please have a look at the concept note attached herewith.



"Companies make their own rules when they create a Blue Ocean"
W. Chan Kim | Renee Mauborgoe

VISION 2020: The Right to Sight INDIA
D-21, Corporate Park, 2nd floor,
Near Dwarka Sector-8 Metro Station,
Dwarka Sector- 21, New Delhi- 110077

Introduction:

Can I make my hospital into a “uber”model? Is there a learning for eye hospitals from the IPL? Most eye hospitals focused on community eye care have limited resources. We also have apparently challenging aims to drive high impact with a low cost execution. Most of us have however have development strategies driven by competition or a Red Ocean environment where everybody is competing.

The only way forward is to inject innovation and creativity into thinking and mindset, departing from orthodox method of doing things. Developed by INSEAD Professors W. Chan Kim and Renée Mauborgne based on a study of 150 strategic moves spanning more than 100 years across 30 industries, Blue Ocean approach focuses on creativity and innovation where everybody wins without taking down others.

Keeping above points in view, as a part of knowledge hub initiative, VISION 2020 INDIA in association with Cybersight/ Orbis conducted a webinar on Blue Ocean Thinking on 29th August 2018 from 16:30 to 17:45 hrs. The technical resource for the webinar was Dr Kaushik Murali, President Medical Administration, Quality & Education, Sankara Eye Foundation India.

Objective of the webinar:

To discover strategic – Value Innovation, which helps not only the hospital but its customers (patients), creating a sea of opportunity by unleashing new demand

Participation:

Encouraging participation observed in the webinar. Against the total of 97 registrations 48 participated. This webinar was attended by Trustees, CEOs, Ophthalmologists, Optometrists, Administrators and Managers.

Programme:

The session started with a welcome address by **Mr Phanindra Babu Nukella**, CEO, VISION 2020 INDIA. He also explained the objectives of the webinar and introduced Dr Kaushik Murali, the resource person.

Further, **Dr Kaushik Murali** started the session with introduction to Blue ocean Thinking and its significance.

Dr Kaushik explained on how organizations think that they are the best and expect that the patients should come to their hospital for services. However the hospitals and their services are almost similar. So the need is to see on what differentiate them from others. People think that there are certain market boundaries which can't be changed and hence there is the need to make a choice between differentiation and low cost.

He explained the ways to do much better and differently without pulling down other competitors. He explained Blue Ocean Strategy vs. Red Ocean Strategy and also explained about the value innovation.

First basic step to start up is to plot where the organisations are by knowing their portfolio. Further he explained second framework strategy canvas. Dr Kaushik played 2 different videos showing 2 different circuses and then explained the differences between both the videos. He explained that how the second circus (shown in 2nd video) maintained their profit by creating completely different Blue Ocean with completely different theme by removal of star performer, introducing dramas and by introducing new productions.

Further, he explained the customer life cycle and also different stages of buyer experience cycle. He gave an example of electronic game industry on how a company attracted non customers to buy their product. The next stage he explained about inspiring ourselves through six different parts and explained all six parts with examples to make it clearer.

He explained the important areas to be focused like; creating things that is new, overcome key organizations hurdle, build execution in strategy and also to focus on six principles of Blue Ocean Thinking.

The session ends with questions and answers.

Dr Phanindra Babu Nukella thanked Dr Kaushik for his support and to delegates for their participation.

Webinar recording:

The entire webinar was recorded. Please refer to the link to download the entire recording of the webinar: <https://vimeo.com/287402603/3733cf1ed6>

Gratitude:

- *VISION 2020 INDIA is sincerely thankful to Dr Kaushik Murali for his valuable time and kind support for the cause.*
- *Sincere thanks to Cybersight/ Orbis India team, and Mr Gangadhar from Cybersight, Australia for their support in conducting the webinar through Cybersight platform*
- *Our sincere thanks to all the delegates, participated in the webinar and thanks for their encouraging response*
- *We are extremely thankful to each and every one who supported us to make this webinar a grand success*

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