A Report

2019

Webinar on Cost Management in Outreach

VISION 2020 THE RIGHT TO SIGHT INDIA

VISION 2020 INDIA Knowledge Hub

Presents

Webinar

Date: 18 January 2019

Time: 16:00 – 17: 00 hrs

COST MANAGEMENT IN OUTREACH

CONTEXT: Outreach activities help us reach the underserved in rural areas. It brings us closer to our vision of eliminating needless blindness. Through outreach we can overcome the two main barriers for patients - accessibility and affordability.

Sustainability of outreach activities is a challenge for most eye care providers. Involving the local community helps bring down the cost in terms of community based logistics and increases the productivity of camps in terms of outpatients registration and cataract admissions. Successful camps increase the efficiency of the staff and attract more sponsors.

Cost management of outreach activities is a vital aspect in providing eye care. VISION 2020 INDIA plans to conduct a one hour webinar session on this topic.

OBJECTIVES

- Build member hospitals' capacity to achieve greater cost-effectiveness in community outreach
- Orienting member hospitals on - monitoring of outreach activities from a cost management perspective
- Share with member hospitals various strategies to reduce costs in outreach - such as involvement of community as partners and sponsors and sharing of costs; transportation, etc.

Learning and Outcome

The organisations will be able to understand the importance of community involvement and effective management practices for cost management in outreach.

.WHO CAN ATTEND

This programme is intended for Trustees, CEOs, Program Managers, and Out Reach coordinators of eye hospitals/ institutions.

RESOURCE PERSON

R.Meenakshi Sundaram
Senior Manager (Outreach)
Aravind Eye Hospital, Madurai

Photo: Sridevi; V2020INDIA

ARAVIND EYE CARE SYSTEM | orbis | cybersight

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:

Outreach activities help us reach the underserved in rural areas. It brings us closer to our vision of eliminating needless blindness. Through outreach we can overcome the two main barriers for patients - accessibility and affordability.

Sustainability of Outreach activities is a challenge for most eye care providers. Involving the local community helps bring down the cost of outreach in terms of community based logistics and increases the productivity of camps in terms of outpatients registration and cataract admissions. Successful camps increase the efficiency of the staff and attract more sponsors.

Objective of the webinar:

- ***Build member hospitals' capacity to achieve greater cost-effectiveness in community outreach***
- ***Orienting member hospitals on - monitoring of outreach activities from a cost management perspective***
- ***Share with member hospitals various strategies to reduce costs in outreach - such as involvement of community as partners and sponsors and sharing of costs; transportation, etc.***
- ***summaries and medical reports, NABH guidelines related to IMS, EMR, medical records audit.***

This programme was intended for Trustees, CEOs, Program Managers, and Out Reach coordinators of eye hospitals/ Institutions.

Keeping the importance in view, as a part of knowledge hub initiative, VISION 2020 INDIA in association with Cybersight/ Orbis conducted a webinar on "Cost Management in Outreach" on 18 January 2019 from 16:00 to 17:10 hrs. The technical resource for the webinar was Mr R Meenakshi Sundaram, Aravind Eye Hospital, Madurai, Tamil Nadu.

Participation:

Encouraging participation observed in the webinar. Against the total of 75 registrations, 52 participated. This webinar was attended by Trustees, CEOs, Ophthalmologists, Managers and Administrators.

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 Mr R Meenakshi Sundaram, the resource person.

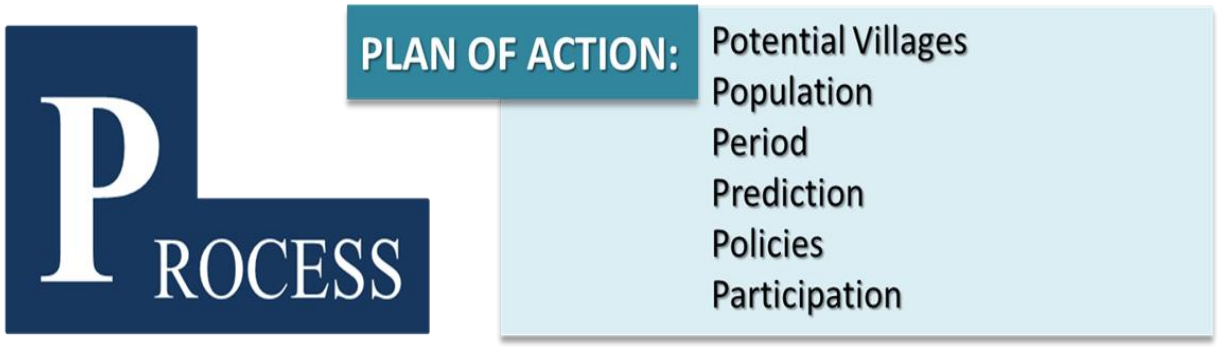
Further, **Mr R Meenakshi Sundaram** started the session with objectives of the webinar and introduction of Cost Management in Outreach. He spoke on purpose, process and result.

He explained the purpose of a Outreach Screening Camp – a common strategy to achieve the Vision of an Eye Hospital in developing nations - 'NEEDLESS BLINDNESS'. He further added that due to lack of awareness, affordability & access people gets needlessly blind. To avoid this, we need resources – Man, Materials, and Money. We should aim 'optimum utilization of resources' because of cost involvement.

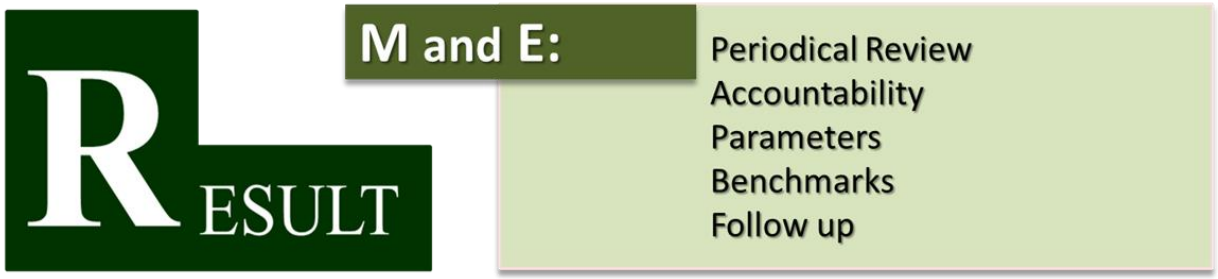
He further added that productivity reduces the unit price (cost per outpatient and cost per cataract admission). Financial viability of Outreach depends on walk-in patients revenue, grant in aid scheme and donations and thus cost management is inevitable for sustainable Outreach.

He talked about cost factors which includes the costing for pre camp and camp day activities. Then he defined the Cataract Surgeries and Financial Viability and explained on how we should aim to identify an ideal number of cataract patients to make a camp 'Cost Effective' since the revenue is generated through Grant in Aid, Donations or any other source therefore target setting is a must.

He spoke on Process which includes the plan of action which has 6 P's to follow and defined each P in detail:



He then spoke on Result which includes Monitoring & Evaluation. He explained that M & E increased the productivity which leads to cost reduction. He suggested the Parameters and Benchmarks.



Concluding the session he asked the delegates to:

- Do right Planning, execution and continuous monitoring to increase the Productivity
- Develop clear guidelines to select or advise the cataract patients (Cataract Conversion Rate)
- Increase the Cataract Acceptance Rate by strengthening pro-active Counseling
- Engage the local community partners both for productivity and cost sharing

Last 15 minutes were the Q & A session where delegates asked several questions which were answered by Mr R Meenakshi Sundaram.

Webinar wrapped up with a vote of thanks by Mr Phanindra Babu Nukella.

Webinar recording:

The entire webinar was recorded. Please refer to the link given into the email to download the entire recording of the webinar can be heard or downloaded:
https://vimeo.com/313673621

Gratitude:

- *VISION 2020 INDIA is sincerely thankful to Mr R Meenakshi Sundaram 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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