

Internship
at
Sankara Eye Hospital, Coimbatore

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Introduction:

India has done well in eye care delivery by recognizing visual impairment and blindness as a major medical challenge. Major contributions have come from ophthalmologists (mass cataract surgery in the early 1900s; major participation of non-government organizations), policy makers (National Program for Control of Blindness and Visual Impairment 1976; systematic development under the World Bank assisted India Cataract Project, 1995–2002), and the industry (manufacturing of affordable surgical instruments and medicines). Although the country could boast of higher cataract surgical coverage and near-total elimination of trachoma, there is increasing prevalence of diabetic retinopathy and undetected glaucoma. India is in the crossroad of adherence to old successful models of service delivery and adoption of new innovative methods of teaching and training, manpower development and skill-based training, relevant medical research and product development. In the absence of these new approaches, the initial gains in eye care could not be furthered in India. A new approach, that will combine the best of the “old” tradition of empathy and the “new” technology of analytics, is required to imagine the future of eye care in India.

Goals of Internship:

As an Intern and a part of Business Development department, my internship consisted of the following goals:

- To understand the profile of the organization.
- To understand the business model of the organization.
- To visit other branches of the organization, outreach camps and Vision Centers as a part of holistic exposure to the organization.
- To work upon the improvement of counseling department from a 360-degree analysis.
- To look for ideas to increase the internet presence of the organization.

Organization profile:

The Beginning: Inspired by the Sankaracharyas of Kanchi, in May 1977, Dr. R.V. Ramani and his wife, Dr. Radha Ramani set up a Primary Health Care Centre for the needy at Coimbatore with the help of doctors offering voluntary services and the support of Coimbatore’s Resident Community.

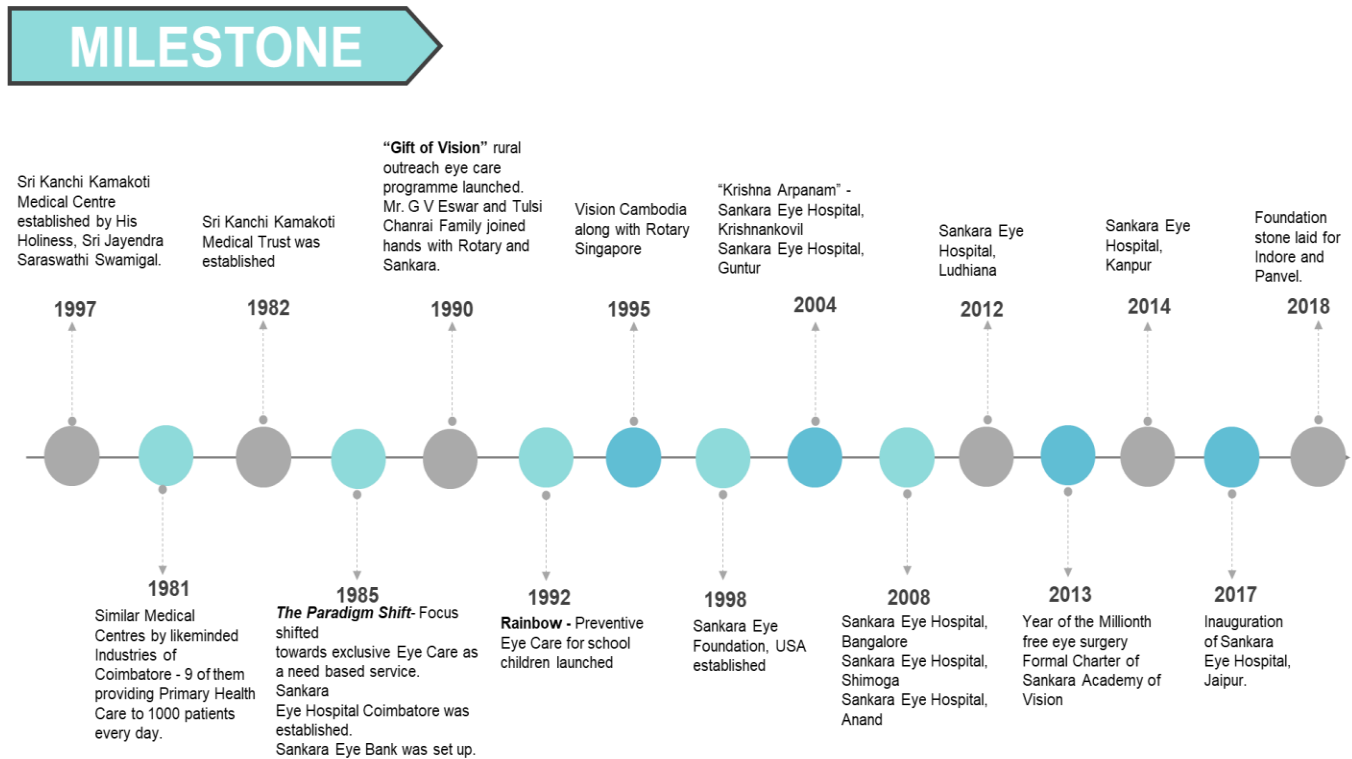
The Paradigm Shift: In 1985, focus shifted towards exclusive eye care with the establishment of Sankara Eye Hospital, Coimbatore.

Vision:

“To work towards freedom from preventable and curable blindness”

Mission:

“To provide unmatched eye care through a strong service oriented team”



Sankara Model:

The model aims at providing World Class eye care totally free of cost to 80 % of the population and through paid services for 20 % which in turn subsidizes the total cost of treatment. The Sankara 80/20 hybrid model is possibly the highest leverage cross subsidy model in community eye care worldwide.

The hybrid revenue model ensures that each of the Sankara hospitals is financially self-sufficient in five years.

Services provided:

Sankara Eye Hospital, Coimbatore is the Mission Headquarters, a legacy of an eye care movement initiated 40 Years ago. During the past 4 decades, Sankara Coimbatore has grown in terms of membership, influence, credibility, and relevance and has helped transform Sankara into a successful pan-India community eye care organization. A hub for innovation, Sankara Coimbatore reaches out to communities through one of the most structured outreach programs, its Vision Centers and Electronic Remote Visual Information System. Our local community supported us in all the stages of development and helped Sankara Eye Hospital grow.

Total Beds – 500

- NON PAYING SECTION -450 BEDS
- PAYING SECTION -50 BEDS

Sankara Eye Hospital, Coimbatore provides:

- OPD and Diagnostic services
- IPD and OT services
- Emergency eye care services

Specialties:

They offer the following super specialty services in Coimbatore:

- Cataract
- Cornea
- Glaucoma
- Lasik & Laser Vision Corrections
- Orbit and Occuloplasty
- Paediatric Ophthalmology and Strabismus
- UVEA Services
- Vision Enhancement & Rehabilitation Services
- Vitreoretinal Services
- Eye bank
- Ocular Oncology
- Contact lens services
- Computer vision clinic
- College of Optometry

Operation Theatre Complex:

- Nonpaying section – 10 OT beds
- Paying section -8 OT beds

Peripheral Services:

- Pharmacy
- Optical
- Laboratory
- Inpatient rooms and Day care lounge
- Hospital Management System
- Counseling
- Library
- Laundry
- Housekeeping
- Cafeteria
- Transport

Departments Visited:

The following departments were visited in the organization:

1. OPD & IPD
2. Business Development department
3. Counseling department
4. Vision centers
5. Insurance department
6. Pharmacy
7. Lab investigations department and others

Impediments:

The only hurdle faced during the internship period was of language barrier.