

**To Study the Prevalence of Eye Diseases and Community Preferences for Selecting
Eye Health Care Centres in block Pappampatti and Perur Coimbatore, Tamil
Nadu.**

Approved Synopsis Submitted To



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Introduction

Eye diseases are a significant public health concern, potentially leading to vision impairment and blindness if left untreated. Timely access to quality eye care services is essential for early detection and management of these conditions. However, various factors, such as accessibility, affordability, and community preferences, can influence an individual's decision to seek eye care services.

This research study aims to investigate the prevalence of eye diseases and community preferences for selecting eye health care centres in the Pappampatti and Perur blocks of Coimbatore, Tamil Nadu. By understanding the types of eye diseases prevalent in the community and the factors influencing the choice of eye care centre, strategies can be developed to enhance the accessibility of eye care centres. The study will involve surveying residents of these blocks, focusing on those who have visited an eye care center within the last six months. The survey will gather information on the types of eye diseases encountered, factors influencing the selection of eye care centres, barriers to accessing eye care services, and community preferences for eye care facilities.

Objectives

- To Identify the various types of eye diseases present within the community.
- To Assess Community Preferences for Eye Health Care Centers:
 1. Investigate the factors influencing the community's choice of eye health care centers.
 2. Understand the barriers to accessing eye health care services.
- Suggest strategies to enhance the accessibility and quality of eye care based on community preferences and disease prevalence.

Research Question

1. What are the most common eye diseases found in the Pappampatti and Perur blocks?
2. What factors influence the community's choice of eye health care centers?
3. What are the main barriers preventing community members from accessing eye health care services, and what strategies can be implemented to enhance accessibility and quality of eye care based on community preferences?

Hypothesise

- **Null Hypothesis (H0):** There is no significant prevalence of specific eye diseases within the community and there is no significance barrier to access eye care centres.
- **Alternative Hypothesis (H1):** There is a significant prevalence of specific eye diseases within the community and there is a significance barrier to access eye care centres.

Material and Methods:

- **Study Design:** Descriptive study.
- **Setting:** Sankara Eye Hospital Coimbatore, Tamil Nadu and 2 vision centres

- **Study Population:**

- **Inclusion Criteria:**

1. **Residence:** Residents who are living in the community for more than Five years. This criterion ensures participants have adequate experience with local eye health care services.
2. **Eye Health Experience:** Individuals who have visited any eye care centre within the last six months. This ensures the data reflects recent experiences and preferences.
3. **Willingness to Participate:** Individuals willing to provide informed consent to participate in the survey.

- **Exclusion Criteria:**

1. **Non-residents:** Individuals who have lived in the community for less than one year. This excludes those who may not have sufficient experience with local eye health care services.
2. **Lack of Experience:** Individuals who have never visited any eye care centre. Their lack of direct experience may limit the relevance of their responses.

- **Study Tools:** Questionnaires will be applicable for this research, which will help to get data regarding Prevalence rate within two particular blocks (Pappampatti and Perur) in Coimbatore. The questionnaires will also collect the data regarding past experience of visiting any eye care centre, individual's preference to visit any particular eye care centre, Barriers to accessing the eye care centre and the factors influencing them for choosing eye care centres.

- **Duration of Study:** Three Months

- **Sample Size:** 100

- **Sampling Technique:** Convenience sampling

- **Data Collection Procedure:** Data collection will be based on primary survey, it will mainly be like a door to door survey. For this purpose, a google form will be created. For this research, the sample will be that patients who are living near by the Sankara vision centre (within 5 to 7 km radius), and who are not attending Sankara vision centre.

- **Operational Definitions:**

1. **Prevalence rate** The prevalence rate of eye disease within a particular community is the proportion of individuals in the community who have been diagnosed with one or more types of eye disease at a specific point in time or over a defined period. It is typically expressed as a percentage or per 100 or 1000 population.

2. **Decision making** The decision-making process for selecting an eye care center refers to the set of motivational factors and certain criteria's that individuals in the community consider important when choosing where to receive eye health care services.
3. **Marketing Strategy** A marketing strategy to increase footfall in a vision center is involved with planning the particular set actions designed to attract more patients to the center, enhancing its visibility and appeal in the community.

- **Data Analysis Plan:** The collected data will be mainly analysed by MS-Excel
- **Ethical Consideration:** The data collection will be done after getting consent(verbal) of participants and all information will be stored securely and it will not be shared to anyone.
- **Implications of Research:** The outcomes of research will help to find out the prevalence rate of eye diseases within two blocks in Coimbatore, find out the individual's choice to select eye care centre, barriers for not visiting eye care centre and find out the strategies for promotion of vision centres.