



## Management Priorities in Eye Care Delivery for Heads of Eye Hospitals

21-28 January 2027

This one-week course provides an overview of management principles and practices for efficient delivery of high quality eye care services. The course equips heads of hospitals with the mindsets and resources for strategic thinking and evidence-based management.

The course is directly relevant to the issues and challenges that are unique to an eye care provider:

- Low patient volumes
- Difficulty in marketing services effectively
- Ineffective outreach programs
- Long waiting times for patients
- Lack of proper systems and processes
- Choosing the right IT product
- Difficulty maintaining quality in high volumes
- Shortage of skilled staff
- Staff are not motivated
- Challenges in retaining staff
- Weak team coordination
- Lack of accountability among staff
- Difficulty in raising funds
- No clear long-term vision
- Difficulty turning plans into action

This course is a combination of lectures and case discussions supplemented by reading assignments and reflective exercises. Beyond the classroom, you can expect exposure to Aravind Eye Care System, which includes visits to eye hospitals, vision centers, community centers, and outreach camps.

### 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.

## Course Modules

### Human Resource Management

- Getting the right candidate
- Getting the best out of one team
- Employee engagement

### Service Marketing

- Magnitude estimation
- Demand generation models for different target groups
- Effective outreach strategy

### 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
- Evidence based management

### Financial Management

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

### Leadership

- Aligning the team with a vision
- Building leaders

### COURSE FEE

For Nepal and Indian participants - INR. 35,400/-

For Overseas participants - US \$ 885

(Inclusive of 18% GST)

Honestly, I was doing the complete opposite of what I learnt here... I now have a complete change of mindset

*Mr. Albert Masua,*

*Kenya Society for the Blind, Kenya*

The course design is very well curated for leading an eye hospital. The site visits [added to] the theory

*Dr. Rizwana Peerbhoy,*

*Lions Sight first Eye Hospital, Kenya*

The course covered all aspects relevant to a head of a hospital with sufficient opportunities for discussion and clarification of doubts

*(Col) Dr. Shrikant Waikar,*

*Sitapur Eye Hospital, Sitapur, India*

The course helped me shift my thinking from [problem] solving to system-based management and long-term planning

*Dr. Shweta Mokadam,*

*Eye & Retina Care Centre, Nagpur, India*

The learning environment... allowed me to learn not only from the faculty but also from fellow participants facing similar challenges.

*Ms. Irene Atieno Minayo,*

*City Eye Hospital, Kenya*

It gave me the necessary practical knowledge to effectively lead my eye hospital when I go back and take important decisions with confidence.

*Dr. Devanshu Arora,*

*Navjyoti Eye Hospital, Dehradun, India*

*This annual course has  
trained over **548** heads  
of eye hospitals from **41**  
countries in **23** batches*

Apply now

To know more

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