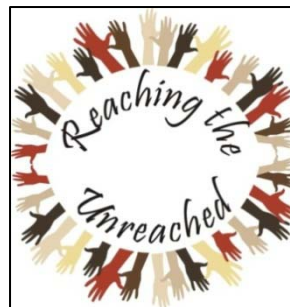


# Refractive Errors

Moderator: Dr S Aravind

Speakers: Mr Keerti Pradhan  
Mr Banerjee





# Domain Areas

- ✓ Awareness creation among public
- ✓ Methods to create felt need
- ✓ Case Finding & offer of treatment
- ✓ Strategies to address barriers
- ✓ Opportunities in marketing using patients
- ✓ Follow-up
- ✓ Networking
- ✓ Financing



# Accessibility

- Magnitude of the problem so large that it requires solution at the primary eye care level
- Innovative solution requires availability of RE screening and spectacles at the street level
- Integrated into other services
  - Reading room
  - Tea shop



# Consumer preference

- Cosmetic value
- Willingness to pay for it



# Sustainability

- Financially viable business model available in this
- Can support other activities



# Challenge

- Ensuring continuous follow up