Refractive Errors

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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