

*Changing Expectations
of Health Providers & Health Seekers*

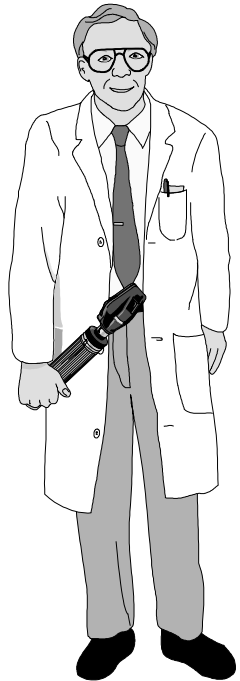
Dr. G. Natchiar
HR - Director



ARAVIND EYE CARE SYSTEM
Aravind Eye Hospital
& Postgraduate Institute of Ophthalmology
Madurai, India

1970 - 2000

**Have Doctors
Become
commercial ?**



Or

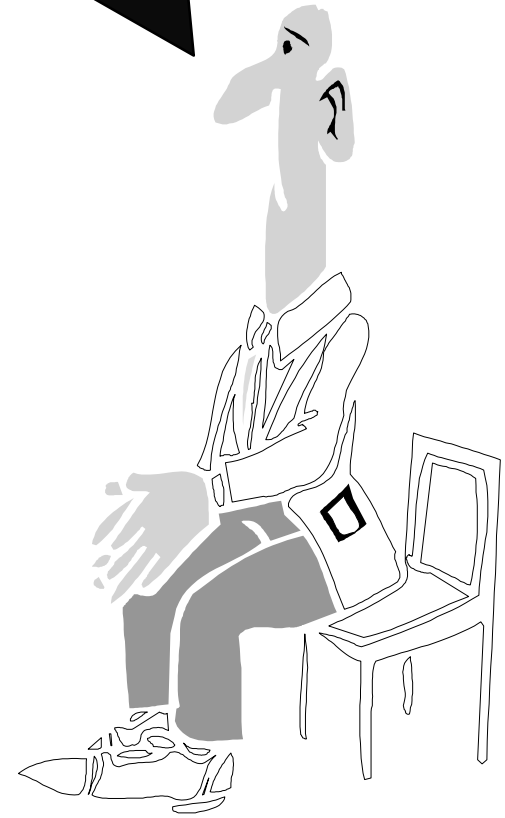
**Have the patients
become demanding
customers
Touchy.... And
egoistic?**



1970

What is your
problems?

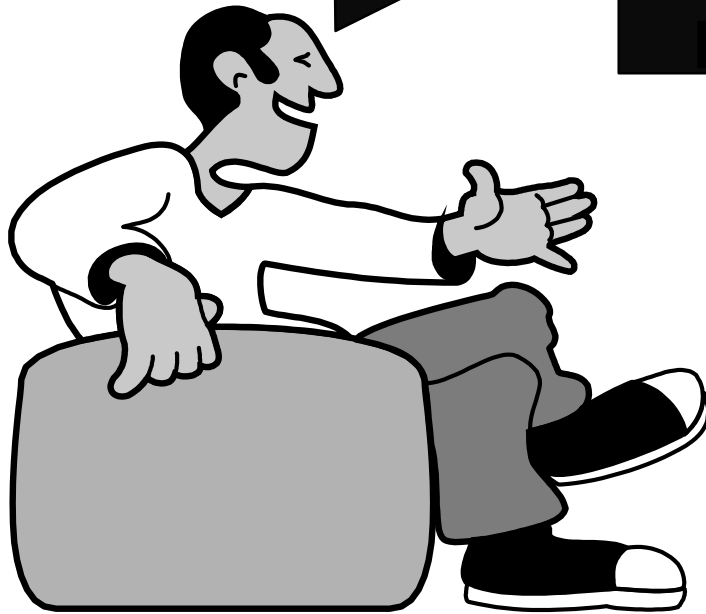
Doctor! I'm not able to see
well in both eyes. I have
come here to see you what
best you could do? You
are like my God!



2000....

Doctor! I have immature cataract in my right eye and please do phaco with foldable lens and let me know what lens you are going to put?

What is your problems?



1970

2000

Doctor as rare status symbol

Doctors in surplus



Health International

Health Care



Health Foundation

Total submission

Optional → who is competent and confident?



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1970

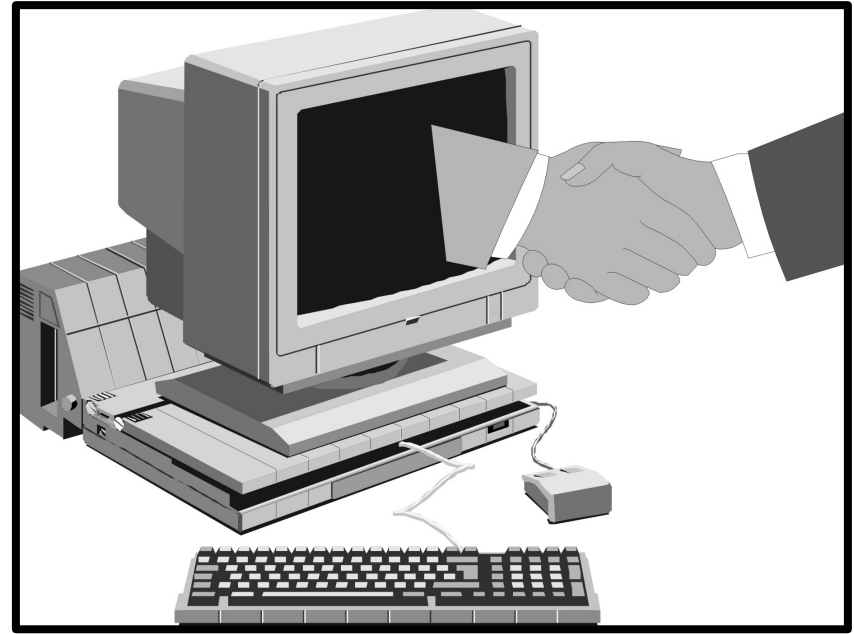
Trust in



Clinical knowledge
of Doctor

2000

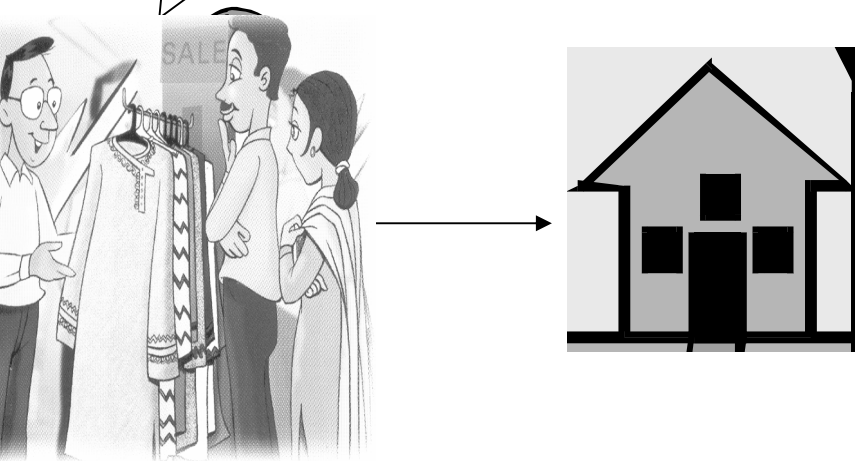
Trust in



Sophisticated equipments
with computerised reports

1970 Family Doctor

Our family shop where I get all I need....



Holistic approach towards patient's problem

Opt and Demand for 2000

General Stores	Dal vendor	Oil vendor
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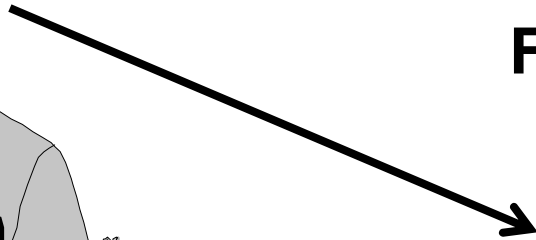


I'll buy rice here. For dal and oil I go to dal and oil vendor

specialists even in subspecialties

Doctor's Perception of Good Treatment

I Have given good
Vision of 6/6
Following Surgery



Quantity



Patients Perception of Vision

I want

- Good quality of vision
than
- Good quantity of vision



Changing Expectation of Cataract Patients

What is good quality of vision?

- No glare
- No flashes
- No floaters
- No double vision
- No watering
- No irritation



1970

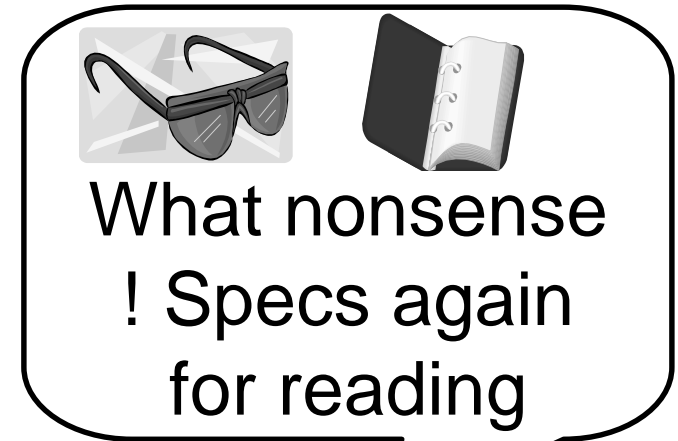
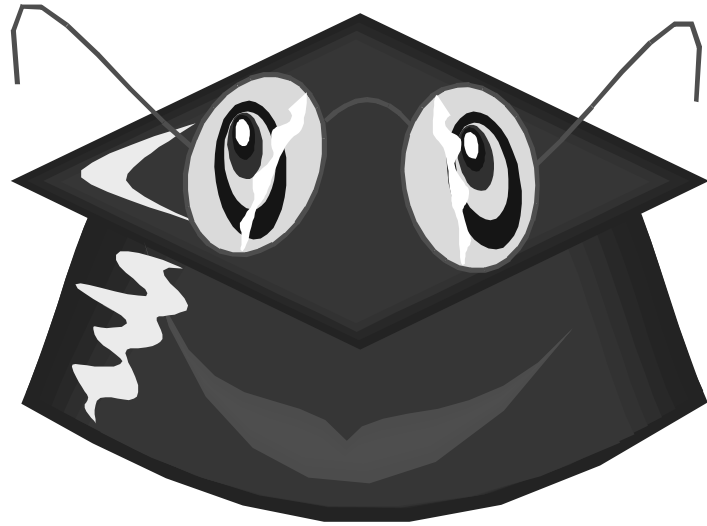


2000



6/6 aided vision

6/6 unaided vision



With aphakic glasses



Pseudophak

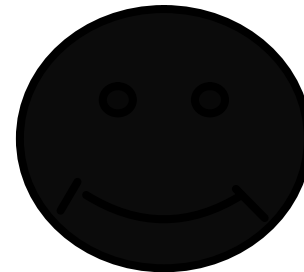


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Changing Expectation of Cataract Patients

- Satisfaction of surgical patient is always relates to preoperative vision
- For example

– Poor Preoperative Vision --



**Happy
Patient**

– Better Preoperative Vision



**Un Happy
Patient**

- Second Eye surgery
Syndrome!!!!
- When first eye got operated
 - Expectations were minimal.So very happy with post operative results
- When second eye got operated
 - Expectations were beyond imagination. so not very happy with post operative results



1970

Realistic expectations

Wish I had seen
Diana once
in TV



2000

Unrealistic
Expectations

Wish I married
Diana

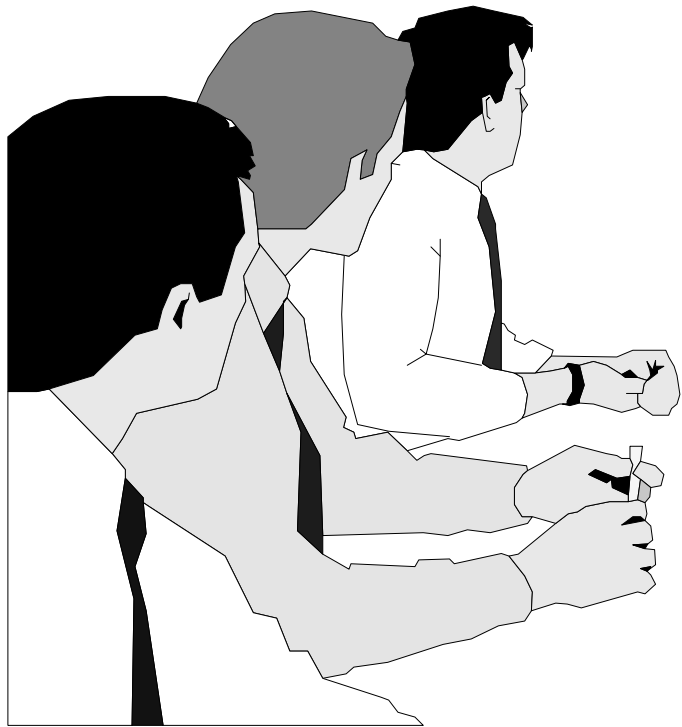


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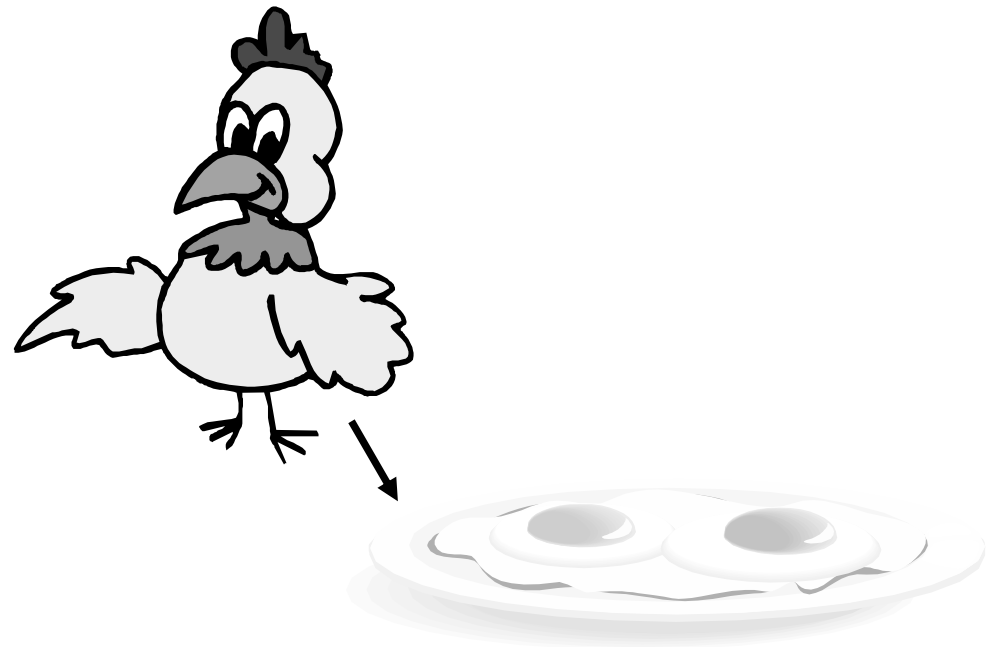
1970

2000

**Patients were
patient**



**Patients demand fast
service & Quick
result**



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1970 *Non Clinical Expectations* 2000

Hospital as Temple



Cure



Hospital as five star hotel



Services at Door - step

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Changing Expectation of Cataract Patients

- I need a good comfortable clean place with western toilet
- And hospital staff should treat me with Compassion

Changing Expectation of Cataract Patients

- I am concerned with my hospital expenses.

The cost must be affordable

Changing Expectation of Patients

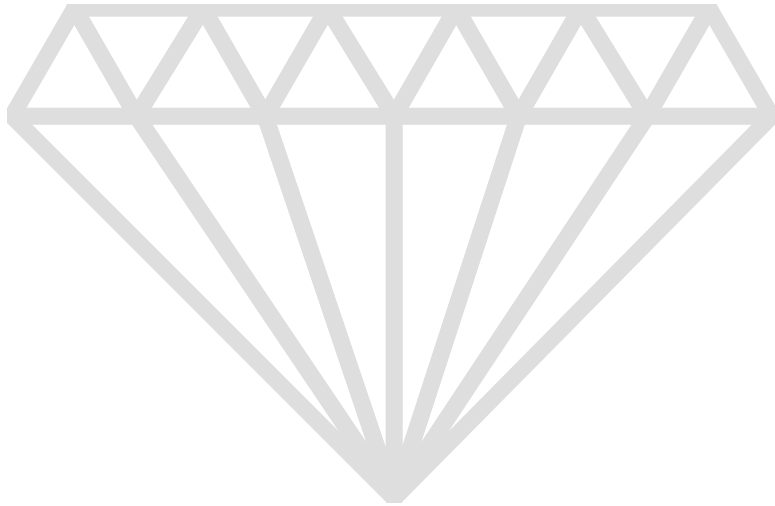
- The direct cost
 - Surgical cost
 - Room rent
- The indirect cost are
 - Travel expenses for the patient and the family
 - Miscellaneous expenses like drugs and food

1970

2000

Doctor's Time

More of Doctor's Time



**Considered
Precious**

Demanded



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1970

2000

Doctor's Attention

Personalised care



For a minute satisfactory

Demanded



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Patient Explanation



Clear Communication at every stage

Transparency



Clear information from A to Z especially financial matters

1970 *Change In Attitude of patients* 2000

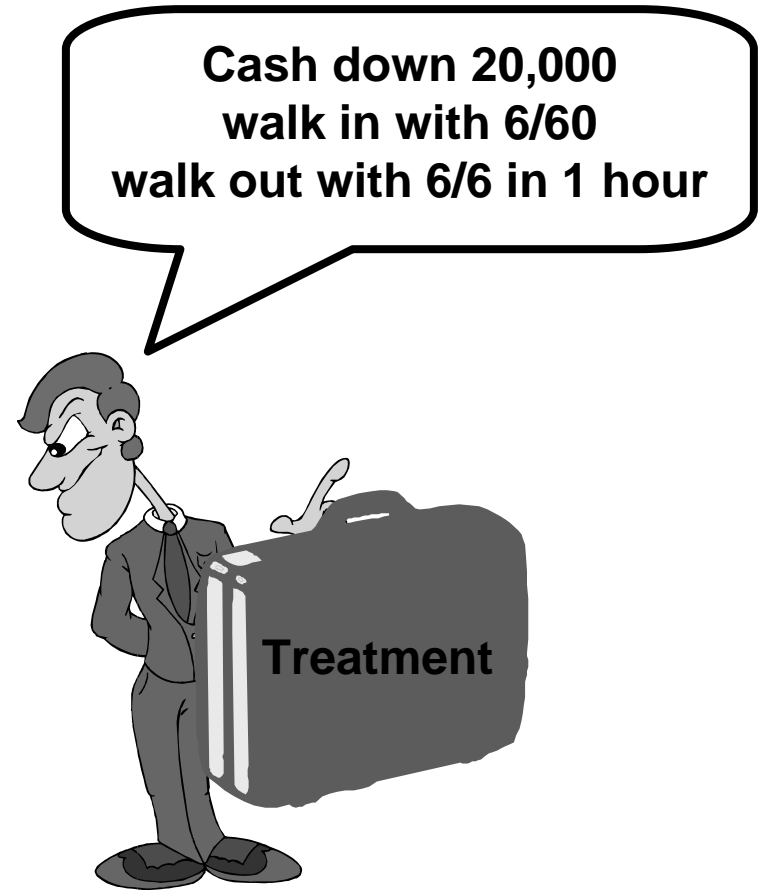
Doctor as God



Who cures



Doctor as Businessman



Selling his treatment

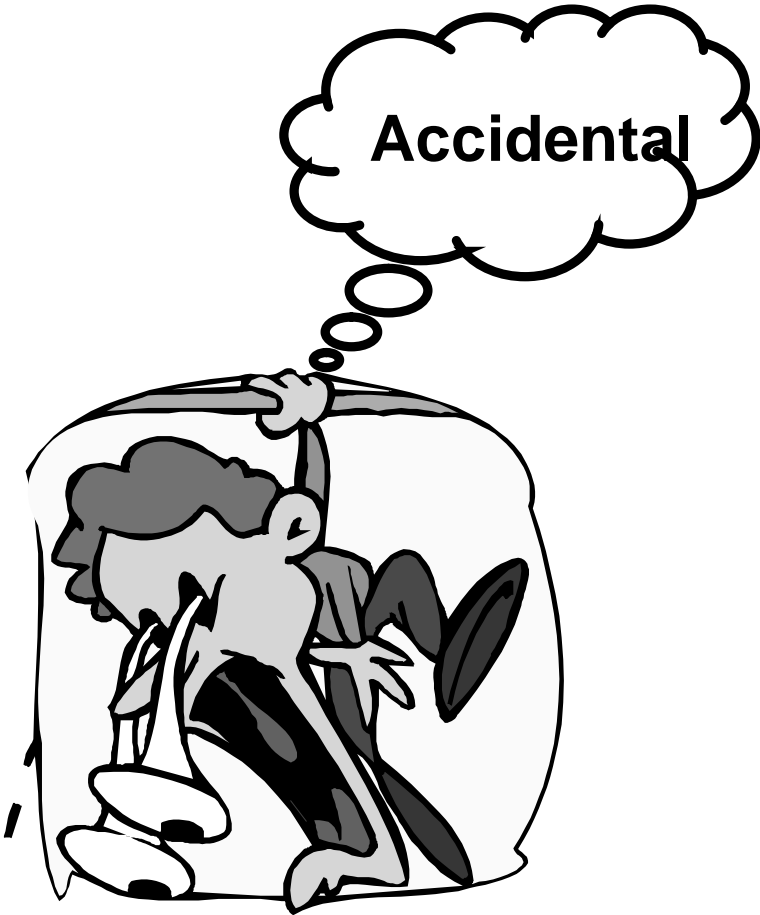
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1970 Mishaps

Mishaps

2000

Accidental



As Fate



As legal treasure hunt



ARAVIND EYE CARE SYSTEM

The Changing Expectation of Cataract Patients



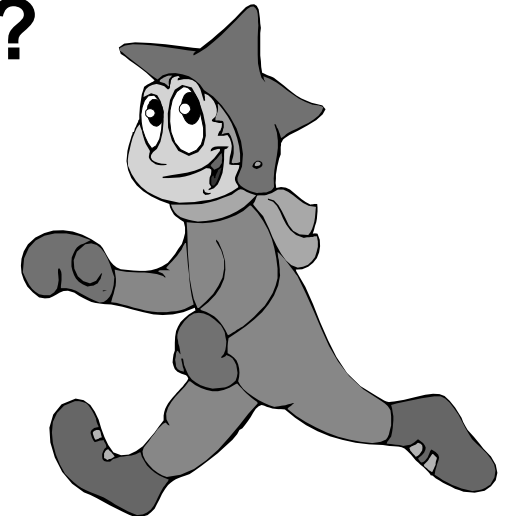
Are due to

- Well informed “Customers”
- T.V., Websites
- Eye camps
- Health Journals

What about we doctors?....



- **Have we changed?**
- **Have the patients gone away from us recently by heart?**



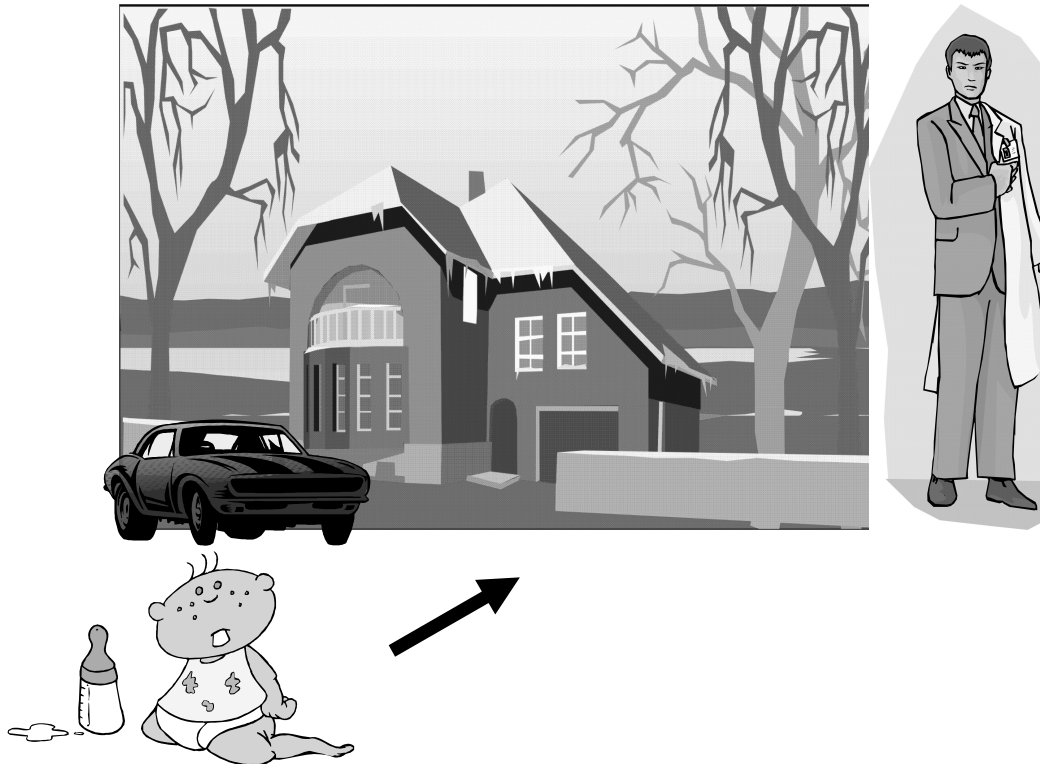
YES.....

1970

2000

Doctors Accepted slow
modest professional growth

- Doctors want : quick growth
: quick money
: quick fame



1970

Doctors



Sowed clinical knowledge



Watered with hardwork & clinical skill



Enjoyed the fruits



Served people



Looked upon as God



2003

LOANS

-

Posh buildings

+

Sophisticated equipments
to attract the crowd

-

Earn and struggle to pay back loans

Proud of this?

- ? By – pass surgery
- Antidepressant drugs
- Imbalance in the family
- Not enough attention to children



1970

2000

**Satisfied patients did
publicity**



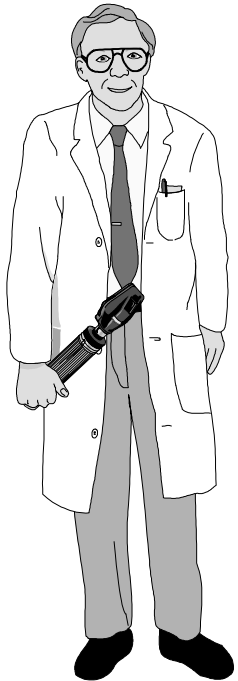
Doctor's do publicity

**Dr. Y, MS.,
(Gold Medalist)
Eye International**

- **Two minute glasses...**
 - **Computerized eye testing...**
 - **No hole surgery**
-

How ?

Have Doctors
Become
commercial ?



Or

Have the patients
become demanding
customers
Touchy.... And
egoistic?



Who changed first ?

Did we change
because patients
have changed ?

Or

Did patients
change because
we have changed?

That's a Himalayan Question!

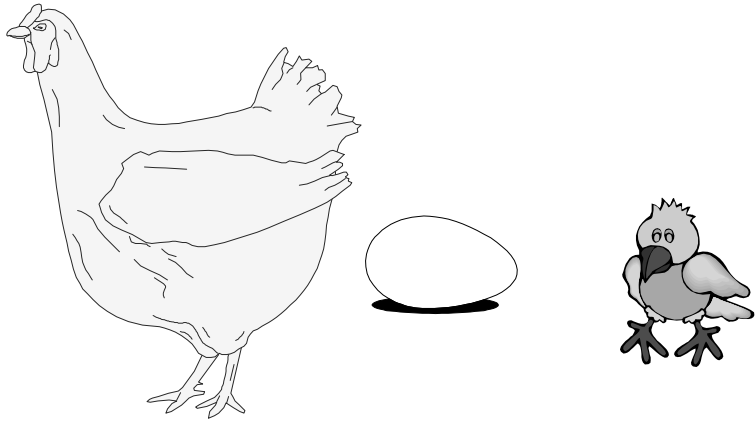


Which came first?

Why break our heads ?



Let's arrive at a simple practical solution....

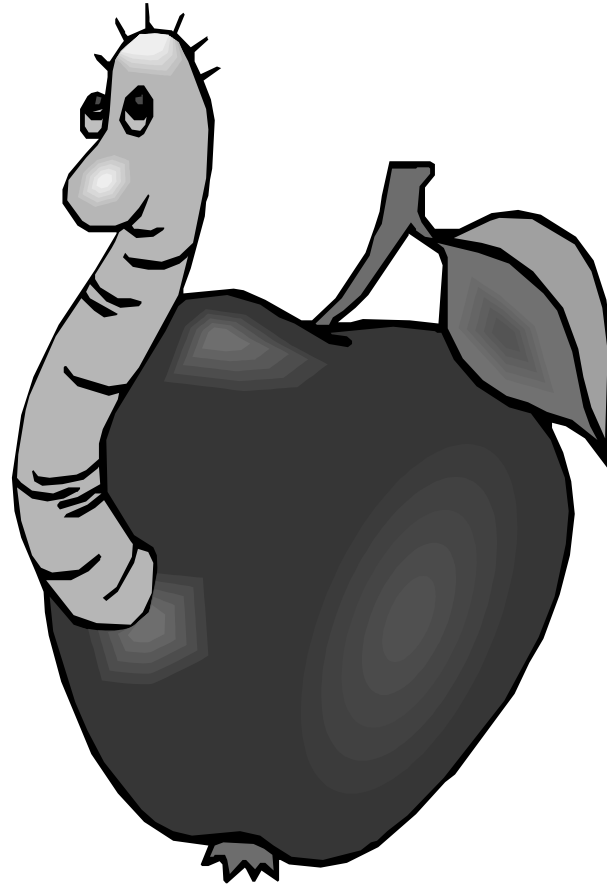


Hen needs the egg for
procreation



The egg needs the hen
to become a chick

Similarly let's live in symbiosis with the patients



And that needs a change in our attitude!

Doctor's Partners

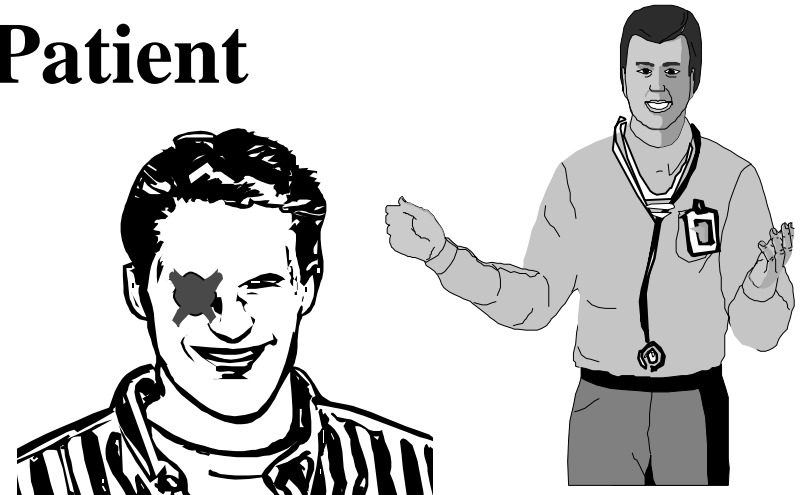
Personal life

- Husband or Wife

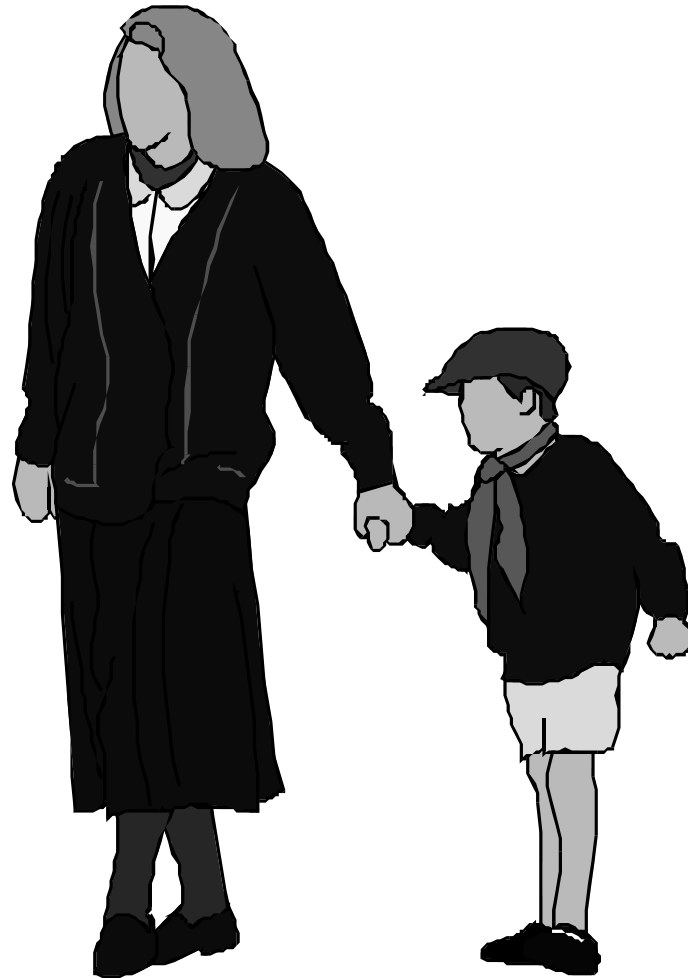


Professional life

- Patient



Develop long term sincere relationship with the patient and the family



Aim for Quality Clinical & Surgical Work



- Quick Clinical Reading of patients problem
- Minimum investigations prompt treatment keeping patients financial situation mind



Of patient's mentality and social position

Patient listening



Easy to satisfy

Changing Expectation of Patients

- **In a simple uncomplicated patients - Investigations should be very minimal**

Changing Expectation of Patients

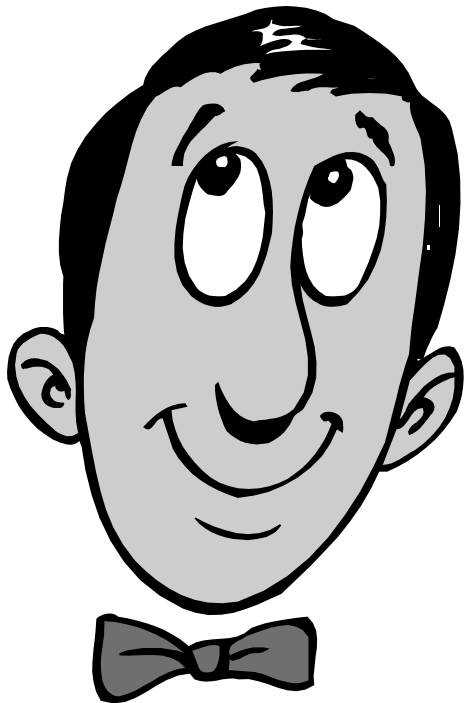
- **In complicated cases (systemic) the family doctor can take care of the patient and send the case for surgery**

Prompt referrals when necessary

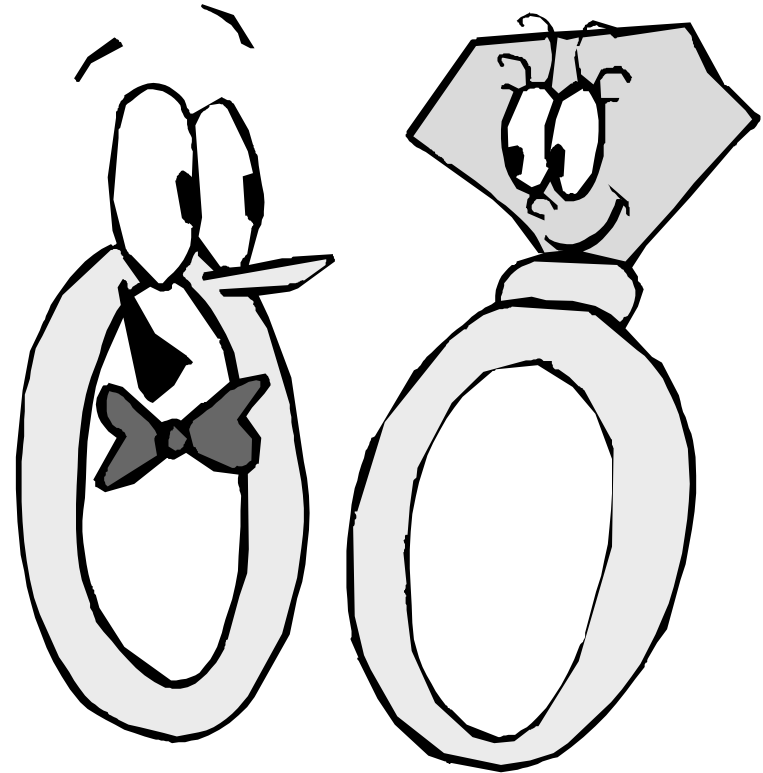


Do not feel egoistic when you need a second opinion

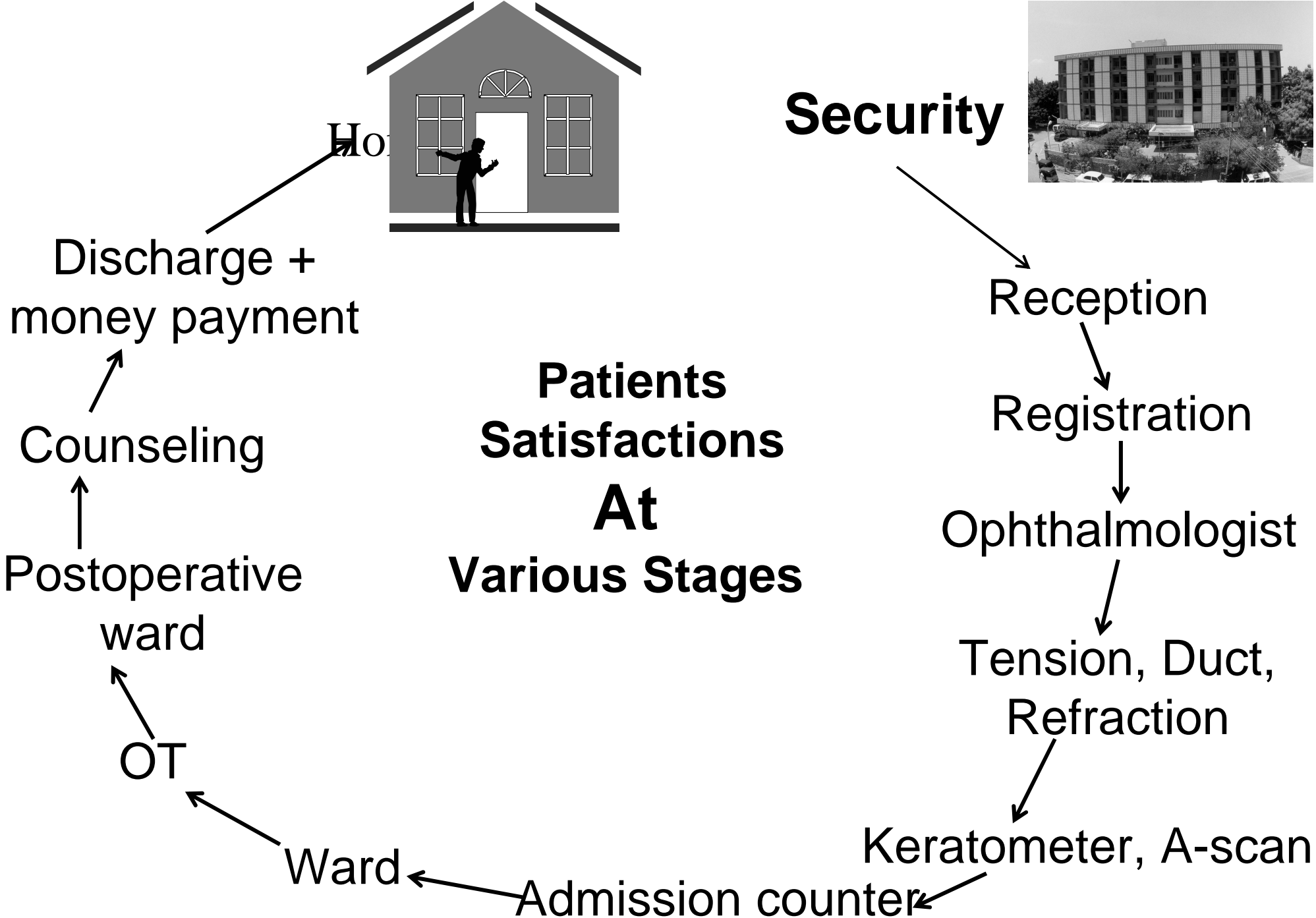
A smile



A friendly rapport



With patient and his
bystander



Our Customers Are

- Patient
- Close relatives and friends
- Referral doctor
- People who motivated the patient to visit us (satisfied customers)
- Our own staff (internal customers)

Finally

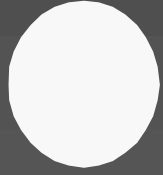


A change in our attitude
will take care of
the changing expectations of our patients

That will give us



Happy satisfied patients



*Change yourself if you wish to
change the world*

- Mother



Thank You



25

1976-2001

ARAVIND

... *in service for sight*