



Vision 2020 e-resource
- for eyecare management worldwide

Demand Generation - Strategy worksheet



Strategy Worksheet

This is a work sheet for getting more patients. This can be used as a template to design the action plan, which will give you an idea on how to modify the present working system to achieve the demand generation in getting more patients.

Strategies for Getting More Patients

HOSPITAL:	
Current situation:	
Where do we want to be:	
Time frame:	
Strategy 1:	
Strategy 2:	
Strategy 3:	
Strategy 4:	
Strategy 5:	
Strategy 6:	
Strategy 7:	
Strategy 8:	
Strategy 9:	
Strategy 10:	

Action Plan Work Sheet

Hospital	
Strategy area	Getting More Patients

Strategy: 1			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Strategy: 2			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Strategy: 3			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Action Plan Work Sheet

Hospital	
Strategy area	Getting More Patients

Strategy: 4			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Strategy: 5			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Strategy: 6			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Action Plan Work Sheet

Hospital	
Strategy area	Getting More Patients

Strategy: 7			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Strategy: 8			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Strategy: 9			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Action Plan Work Sheet

Hospital	
Strategy area	Getting More Patients

Strategy: 10			
Action	Person Responsible	Time Frame From - To	Cost Estimate

Check list for getting more patients

The above is a template for getting more patients. This template can be used to design the action plan required to achieve the demand generation in getting more patients. A list of demand generation strategies is given here which can be used as a checklist to guide you in designing the action plan.

Getting more patients:

- Screening camps
- Publicity
- Sponsors
- Community Involvement
- Counselling
- Village Awareness Programme
- School Screening Programme
- DBCS
- Animators
- Aphakic Motivators
- Coverage of Service
- Barriers to Accessibility
- Health Education
- Structured Process
- Charges
- Service
- Waiting Time
- Service Differentiation
- Range of Service
- Intra Ocular Lens
- Physical Facilities
- Direct Free Admission
- Referrals
- Counselling
- OPD/OT Days & Timings
- Examination Protocol
- Case Selection
- Monitoring Effectiveness