



**Vision 2020 e-resource**  
- for eyecare management worldwide

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## **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

<b>HOSPITAL:</b>	
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