



VisionSpring

Family Eye Care
Nov 2nd, 2009





VisionSpring Overview

- Founded in 2001 by Dr. Jordan Kassalow
- Two Objectives
 - Create opportunities
 - People need jobs or were losing productivity
 - Create access to affordable eye care services
 - About 40% of eye care issues are Presbyopic
 - Link between Vision and Economic Development
 - Referral Services
- Train Vision Entrepreneurs
 - From 18 to 3,000
 - 12 Countries



**Customer:
\$4 Glasses**



**Vision Entrepreneur
\$1 Income per pair**



**VisionSpring
Financial Sustainability**



Project Area and Existing Eye Care Services

Project Details

- **State Andhra Pradesh – 76 million**
- **Districts – 23**

- **Project in four districts**
 - East Godavari
 - West Godavari
 - Prakasam
 - Mahabubnagar

- **Existing Eye Care Services and Local Infrastructure**
 - Eye Care Infrastructure exists in larger towns only
 - Small villages lack access to and education about eye care services





Summary of Approach and Project Objectives

Project Approach

- Enhance Vision Entrepreneurs' current services to include children
 - Enhance the basket of services
 - Enhance income
- **See to earn** (working glasses/adults) to **See to learn** (distance glasses children)

Objectives

- Scale delivery of reading glasses to adults
- Strengthen referral linkage to partner hospitals by providing transportation
- Test provision of distance glasses for children
- Provide sustainable income for Vision Entrepreneurs
- Test financial viability of creating a sustainable local delivery system





Project Partner

- **LV Prasad Eye Care Institute**
 - Established in 1987 at Hyderabad
 - Outpatient services to 4 million people
 - Surgical care to 400,000 patients (50% of them free)
 - Trained 10,000 Eye Care Personnel
- **Network**
 - Main hospital at Hyderabad
 - 2 Tertiary hospitals
 - 72 Secondary & Primary Care Centres
- **VisionSpring & LVPEI**
 - Outreach arm of LVPEI
 - Referral Services
 - Generate Income
 - Solve what's solvable at the village level





Progress Toward Objectives

	Current Year Goals	Current Year Progress	Cumulative Goals	Cumulative Progress
# of children screened	6,000	4,706 (78%)	10500	7673 (73%)
# of individuals who received glasses	720	68 (9%)	720	137 (19%)
Children transported to eye care centers	675	151 (22%)	1181	364 (31%)
# of Reading Glasses Sold	20,000	5,562 (28%)	36,000	18,995 (52%)



Progress Toward Objectives

- **Qualitative Results**

- Developed innovative techniques for engaging children and improving retention
- Empowered children as conduits of eye care awareness, resulting in more adults at camps
 - 28% more adults received glasses at Comprehensive Camps than at traditional camps
- Training to screen children has increased confidence in VEs
- Serving children and partnering LVPEI has improved credibility of VEs
 - Conversion rate (50% as against 35%)



Progress Toward Objectives

- **Provision of free glasses by LVPEI**
 - Recognize value of VisionSpring village-based services
- **Beneficiary Impact**
 - 137 glasses to children
 - 19,000 adults received reading glasses to date in Andhra Pradesh
 - Over \$2 million in economic impact to date





Challenges

- Vision Entrepreneur Livelihoods
 - % of Vision Entrepreneurs earning \$10 per month slowly increasing, but still only 44% of all VEs



- Financial Viability of Comprehensive Eye Camps
 - High awareness-generating and screening costs
 - Provision of glasses to children, if sold, would not be enough to cover all costs
 - Provision of glasses to children is a service that LVPEI is able to provide



Conclusions/Lessons Learnt

- **Recommendations for building upon activities/Sustainability of services**
 - Improve cost-effectiveness of screening and marketing
 - Develop innovative teacher curriculum
 - Empowered children as marketing vehicles
 - Increase revenues to cover costs of screening and transporting children
 - On-site “Myopia Kit” for adults
 - Increase reading glasses sales to adults
 - Improve incomes of Vision Entrepreneurs
 - Deepen partnership with LVPEI by identifying and transporting more children
- **Transferability of Project Findings**
 - Possibility of replication with other Eye Care Hospitals



Thank you