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 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
• **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

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