



Dr. Shroff's Charity Eye Hospital

Caring for the community since 1914...



Together we can.....

Transforming lives by giving sight/hearing to millions!

April 2014 – Jun 2014



“Our eyes are the window to our soul”-

William Shakespeare

Secondary Hospitals - our arms to reach out to the community

The estimated number of people suffering from avoidable blindness in our country is a staggering 15 million, almost 1.5% of the total population. Of this, 80% is due to cataract. The sad truth is that the majority of the people who need eye care interventions are actually in rural hinterlands with no presence of Quality Eye Care facilities. It is this gap that motivates the hospital to set up secondary or satellite hospitals in underserved districts North India. Today, we have one secondary hospital in Alwar district of Rajasthan and 3 more in the districts of Mathura- Vrindavan, Saharanpur and Lakhimpur Khiri in Uttar Pradesh



The equipment and infrastructure are structured to provide quality cataract services, basic diagnostics and medical management. Secondary hospitals also serve as a referral point for vision centre's around them, as well as the base for community projects undertaken by the hospital in partnership with INGO's across the world.

It is through this ever growing network of Satellite hospitals that the Institute aims to realize its mission of making an impact on the quantum of avoidable blindness.

But most importantly, the story of satellite hospitals will not be complete without acknowledging the dedication and the commitment of the medical personnel who elect to serve in these remote locations at the expense of comforts of a city life. They along with the support team live the mission of the Institute every day.

Shantanu Das Gupta

DGM, Marketing and Projects

SCEH opens its *fourth* Secondary center in Vrindavan:



This is another feather in Shroff's cap and a milestone for the Institute. After expanding its footprints to the towns of Alwar (Rajasthan), Gurgaon (Haryana), Rampur, Meerut and Mohammadi (Uttar Pradesh) SCEH will now serve the eye care needs of the Mathura region.

SIB (Seeing is Believing) Standard Chartered Bank, **IAPB** (International Agency for Prevention of Blindness) and **BHRC** (Brij Health Care and Research Center) joined hands with Dr. Shroff's Charity Eye Hospital to set up a modern eye care centre by the name of '**BHRC-Dr. Shroff's Charity Eye Care Institute.**'

The aim of the intervention is to set up a fully functional eye care unit in association with Brij Health Care (a general hospital). This will be a unique tripartite project wherein SIB will be partnering with a private player and a Not for profit entity at the same time to fight the battle of avoidable blindness. .

The facility will be the newest addition to the multi-specialty Brij Health Care and Research Center (BHRC) in Vrindavan which is well known and respected for not only its leadership in treating TB but also numerous other illnesses in the areas of cardiology, neurology, and oncology .The hospital was started in the year 2006 and managed by **Brij Sewa Samiti T.B. Sanatorium Trust, Shri R.S. Beriwal** – President of the Trust and **Shri Shyam Sunder Beriwal** – Secretary of the BHRC.

Starting with simple cataracts, the secondary level eye-care hospital will serve the catchment area of Mathura, Bharatpur, Aligarh, and MahamayaNagar, Agra districts of Uttar Pradesh and Mewat District of Haryana.

In the long run, BHRC-Dr. Shroff's Eye Care Institute has plans to evolve into a tertiary eye care facility with all ophthalmic sub specialties under one roof.

It is estimated that 1.5% of India's population suffers from some form of blindness and that 80 % of blindness is avoidable. The majority of avoidable blindness is due to cataract (62.6%) and refractive error (19%). According to the National Programme for Control of Blindness, the estimated cataract backlog in Uttar Pradesh is 1.6 million people, making it one of the highest levels in the country.

BHRC- Dr. Shroff's Charity Eye Hospital was inaugurated on **6th June 2014 at Vrindavan**. The guest of honor was *Stephen Richards Evans, Regional Head, Private Bank Clients, Europe, MENAP, Africa and South Asia; other representatives from Standard Chartered Bank were Jeanette McKenna; Head, Seeing is Believing and Health Programmes, Karuna Bhatia, Head, Sustainability, India & South Asia, Amit Sahni, Senior Associate Director, Private Banking, India, Mark Devadason, Global Head, Sustainability, India & South Asia*. All the clinical and non clinical staff family members were present on this auspicious day. *Dr Umang Mathur* performed 7 Cataract surgeries to kick start the new OT.

Retinoblastoma Awareness Week:

Retinoblastoma, the most common form of eye cancer that occurs in children can be very fatal if not treated on time. SCEH started advanced Oculoplasty and Ocular Oncology services in 2009, when Dr Sima Das joined the hospital.

One year back we started the in-house Retinoblastoma unit with Chemotherapy facilities; we are thankful to Dr Amita Mahajan of Apollo Hospital who is offering her honorary services as a chemotherapist. The unit has treated 16 children so far.

To highlight the significance of early detection and treatment of this deadly disease, SCEH organized the Retinoblastoma Awareness Week, which included an interaction with the parents of the young patients, & sharing of common problems. A painting session was organized for the kids,

for which some artists volunteered to help them in making wonderful paintings.



Our worthy partner **McDonalds** heartily supported the cause by providing happy meals for all our patients and their parents. **Can Kids** India, another NGO working in the same field, actively participated in the event and helped us in reaching out to a number of people. This day-long event was conceptualized by Dr. Sima Dass, (Consultant Oculoplasty & Ocular Oncology Services) supported by Ms Kiran Mehta, Dr Smiti, Dr Prajakta, Ms Shakeela, Ms.Deepti, Ms Nidhi & Mr.Zeeshan.

A small team from our partner Genesis Foundation, which supports some of the very critically ill children having eye cancer, also visited the ward where these children are undergoing treatment;

Mrs. Sharanita Keswani from the Foundation remarked, **“Thank you for a wonderful visit, very insightful. Wonderful work being done by SCEH!”**



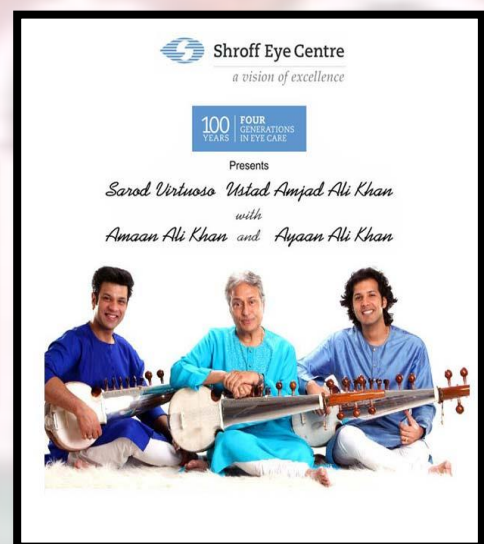
Team of Dr. Shroff's Charity Eye Hospital with volunteers from Anitoons school of Art and Animation and Delhi Collage of Arts.

Celebrating 100 years of quality Eye Care at Shroff's

It was in 1914 that a pioneering Parsi Gentleman, Dr. S.P. Shroff, who had just finished his FRCS in London, decided that his mission was to provide quality eye care to all the sections of society, in the newly set up capital of country-Delhi. This was the beginning of a legacy of excellence in eye care—a legacy that has been carried on uninterrupted for 100 years!

To celebrate this momentous occasion, the Shroff Family organized a special event (musical concert) on 26th April 2014 at Siri Fort Auditorium, in aid of Dr. Shroff's Charity Eye hospital, secondary centre at Mohammadi-Lakhimpurkheri U.P. Sarod Virtuoso Ustad Amjad Ali Khan with his sons Amman and Ayaan gave a mesmerizing Sarod performance for this special event. Our CEO Mr. Arun Arora gave a presentation on our newly constructed secondary hospital in Lakhimpur Kheri district of UP.

The funds collected from this event will be used to take quality eye care to the poorest of the poor in Mohammadi – Lakhimpur Kheri, an abysmally underserved area for medical and ophthalmic care in U.P.



Lean Sigma Event 12th-19th May 2014:

Lean Sigma Master Black Belt experts from Medtronics (Minnesota, USA) Ms. Heather Bye-Kollbaum & Ms. Kim Puleo conducted a Kaizan event with SCEH team. The objective of the Lean Sigma Event was to enhance OT productivity and OPD workflow. The experts used the Six Sigma DMAIC (Define, Measure, Analyze, Improve, and Control) methodology and concepts of lean like Gemba, Muda & Spaghetti Diagram to help SCEH team in identifying the key hindrances which were preventing optimization of OT & OPD processes.



Core Team members involved were Mr. Arun Arora, Dr. Nishi Gupta, Dr. Suneeta Dubey, Ms. Shafali Bhagat, Mr. AK Singh, Mr. Lokesh Chauhan, Mr. Satyapal, Sis. Alice, Sis. Praveen from SCEH and Ms. Sonal Sahni, Mr. Ananth Annaswamy, & Nicole Leeds, from Medtronics

The workshop helped the team to identify four key X's (Problems) and solutions for removing them. At the end of the workshop the team was able to arrive at an action log for eliminating all the key X's and a pilot was also conducted for some of the actions from the action log on the last day of workshop.

Patient Compliance:

Compliance or adherence with medication is an important issue in the management of chronic diseases as non-adherent patients presumably fail to achieve the intended or full effect of the treatment. Understanding these issues, a two day workshop on 'Patient Compliance' was organized in the month of March, in association with VISION 2020 and LAICO.

The workshop was specially designed to benefit member organizations from the north and central zone of VISION 2020. Participating professional bodies/ institutions and individuals involved in patient compliance issues came together to understand the problems, identify barriers, formulate successful strategies/ interventions to enhance compliance. The workshop was divided into four modules to address these issues, followed by Group work and interactive discussion.



The workshop was attended by 55 participants including internal faculty members Mr. Arun K. Arora, Dr. Sunita Dubey, Dr. Sima Dass, Dr. Monika Gandhi, Mr. Shantanu Das and many more.

Quality Resource Center (QRC):

Quality Resource Center project agreement was signed between SCEH & ORBIS. &, effective from 01 April 2014. During the project period ORBIS will support SCEH in establishing a QRC. Quality Resource Center will be equipped with experienced eye care quality professionals using a common framework to promote quality improvement in Eye care organizations.

QRC, SCEH will provide consultancy services to ORBIS partner hospitals & other eye care institutions and will help them in establishing and implementing Quality Management system at their hospitals.

On 7th & 8th May 2014 QRC team (*Mr.AK Arora & Ms.Shafali Bhagat*) visited the first ORC project partner, Susrut Eye Foundation (Kolkata) for initiating the Quality project. Team from Susrut Eye Foundation was briefed about the project and they were asked to put forward their expectations from the project

SCEH team conducted an introductory session & organized workshop on Key concepts of Quality Assurance to help the Susrut team in developing an understanding about core concepts of Quality vision & policy for their hospital. The team from Susrut was also briefed about the Structure required for successful implementation of Quality Management System.

Publications in peer-reviewed journals 2007-09:-

Doctors at SCEH present at national and international conferences and publish in a wide variety of eye science journals. Below are some of the most recent publications.

- Improvement in spatial imagery following sight onset late in childhood” **Gandhi TK1, Ganesh S, Sinha P, Psychol Sci. 2014 Mar;25(3):693-701; PMID: 24406396**
- “Correspondence; “Spectral-Domain optical coherence tomography study of macular structure as prognostic and determining factor for macular hole surgery outcome. **Deepa**

Sharma, Ramesh Venkatesh, Rahul Mayor, Manisha Agarwal, Retina; March 2014, Vol 34, Issue 3; PMID: 24451924

- Meibomian gland dysfunction in a case of ichthyosis follicularis with alopecia and photophobia syndrome; **Fatima T, Mathur U, Acharya M; Indian J Ophthalmol. 2014 Mar;62(3):365-7, PMID: 24008802**
- Duane's retraction syndrome with severe upshoot and ipsilateral superior rectus contracture: A rare presentation; **Priyanka Arora, Suma Ganesh, Varshini Shanker, Journal of Clinical Ophthalmology and Research, Apr 2014, Volume 2, Issue 2 [p. 108-110]**

- Results of late surgical intervention in children with early-onset bilateral cataracts, **Ganesh S, Arora P, Sethi S, Gandhi TK, Kalia A, Chatterjee G, Sinha P, Br J Ophthalmol. 2014 May 30. PMID: 24879807**
- Primary and secondary implantation of scleral fixated intraocular lens (SFIOL) in adult patients, **Dr. Manisha Agarwal, Middle East African Journal of Ophthalmology**
- Vitreous occlusion of tube implant in a phakic patient with traumatic glaucoma, **Dr. Suneeta Dubey, Oman Journal of Ophthalmology**
- Safety and Efficacy of Ahmed Glaucoma Valve Implantation in Refractory Glaucomas in Northern Indian Eyes, **Dr. Suneeta Dubey, Saudi Journal of Ophthalmology (SJO)**

NEWS SNIPPETS @ SHROFF'S

Ms. Anja Bugs – Development Consultant of German Embassy

She visited our hospital on 28th May 2014 to hand over the donation cheque in support of Certified Ophthalmic Paramedic (COP) program. Looking at the dire need for trained manpower (para-medics) especially in the rural belts of UP and Rajasthan, and in an attempt to empower underprivileged young women by giving them livelihood training SCEH has set up a very structured ophthalmic paramedics training program with the help of Lavelle Foundation, USA.



First Phaco Camp @ VRINDAVAN:

After the successful opening of secondary hospital at Vrindavan, BHRC-Dr. Shroff's Charity Eye Care Institute organized its first paid Phaco camp, during which 114 patients were screened and counseled. Dr Riddhi Arya Consultant of SCEH, provided consultation and medication about quality eye care.

Workshop on 'Conversations around CSR'

Mrs Kiran Mehta and Mr Param of Donor Relations represented the hospital at a workshop organised by CauseBecause, entitled "Coffee for cause: Conversation around CSR" held on 3rd May 2014 at India Habitat Center, New Delhi. There were 40 NGO's which presented their causes; SCEH presented its Certified Ophthalmic Para-medic program for underprivileged Girls and the need for Corporates to support this program. Some of the Corporate CSR heads who listened to all NGOs and shared their CSR focus areas were Jindal Stainless Steel, Adani Foundation, Aditya Birla Group, FICCI, DLF Foundation, Vedanta Resources Plc, Jindal steel and Power Limited, Vodafone Foundation & UPL Limited.



New Vision Centers:-

Two more vision centers in Neemgaon and Mitauli block head quarters in Mohammdi, Lakhimpur Khiri, were established with the support of Operation Eyesight Universal (OEU), a Canadian International agency working in the area of prevention of avoidable blindness across India and Africa. Dr. Santosh Mosses – Country Manager OEU visited both the vision centers and the secondary Hospital, Mohammdi on 28th April 2014 and appreciated the services being provided to the rural and needy community in Lakhimpur Khiri, Uttar Pradesh.



New Batch of COP:-

The first batch of COP, from Rampur, district Saharanpur of UP, successfully completed 2 months of induction cum orientation program at the base hospital in Delhi. There was a remarkable change in the personalities and attitudes of these girls who were rather shy and restrained when they first came to Delhi. They looked quite confident and immensely happy at a small farewell organized for them. They are back in Rampur Hospital and now



undergoing the practical on the job training over there.

The second batch of COP consisting of 18 girls from Delhi, Mohammadi, Vrindavan and Meerut, have started with the orientation program.



Leader's Quest brings UBS members to SCEH:

Senior members of UBS, a global financial/investment banking institution from all over Europe visited SCEH on 22nd May 2014 with the objective of understanding the wealth management and fund flow in a non government organization working in India. They were given a presentation on SCEH-its history, model/management system and future strategies.



Eye Screening Camp held at Times of India:-

SCEH had conducted a Corporate camp with Times of India - ITO – Corporate office on 19th June 2014.

Rotary Club of Delhi Garden City Charitable Trust:

Mrs. Anita Bhardwaj (President) and Mr.Sanjiv Narain of the Rotary Club of Delhi and Garden City visited the hospital to support one of our prime Project- **Project Prakash**. They have promised to support the free sight restoring surgeries of the children identified through the project. Their support will bring light in the life of these children



UBM donated by Leela Prem Narain Agarwal Charitable Trust:-

Ultrasound bio-microscopy (UBM) is a type of ultrasound eye exam that makes a more detailed image than regular ultrasound and provide high resolution in vivo imaging of the anterior segment in a noninvasive fashion .High-energy sound waves are bounced off the inside of the eye and the echo patterns are shown on the screen of an ultrasound machine. This makes a picture called a sonogram. It is useful in glaucoma, cysts and neoplasms of the eye, as well as the evaluation of trauma and foreign bodies in the eye.



We are extremely grateful to *Leela Prem Narain Agarwal Charitable Trust* for donating this equipment and adding value to our Retinal facilities.

Patients speak:

Big thanks to Dr. Shroff's Charity Eye Hospital, Dr. Suma Ganesh who took all the responsibility of my kid's surgery. SCEH enlightens my child's future. Now he is recognizing things and we are totally relaxed as our apple of eye starts his new life with full of wishes and light. At last but not the least I want to thank that unseen person who has support my son's surgery by helping us financially. Today, we are as happy as our son has got a new life and all because of Dr. Shroff's Charity Eye Hospital.

Ms. Usha &Mr. Arjun

THANK-YOU PARTENRS & DONORS FOR ALL YOUR SUPPORT



You can alter someone's destiny – by giving him/her sight/hearing

For further information/donations please contact:

Donor Relations Department

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43528828/8888/4444

E-mail: kiranmehta@sceh.net

*For Online donation log on: <http://www.sceh.net/help-someone-see-and-hear/>
Follow us on facebook: <http://www.facebook.com/pages/Dr-Shroffs-Charity-Eye-Hospital/120597911346043>*

For donating through Give India log on: <http://www.giveindia.org/m-972-dr-shroffs-charity-eye-hospital.aspx>

OUR NETWORK

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