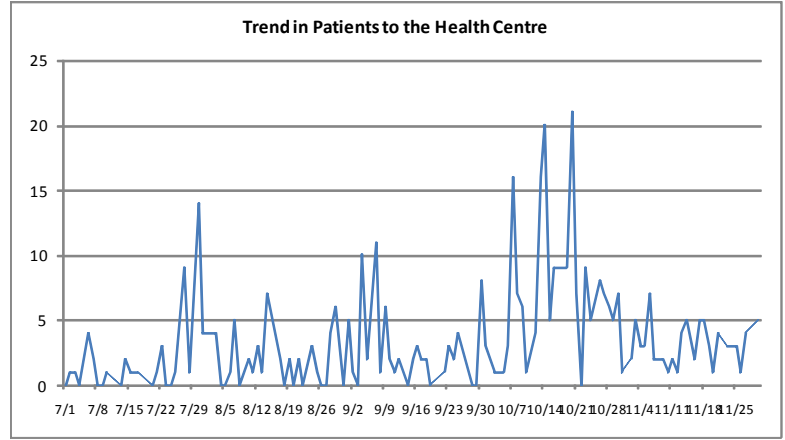


Key performance highlights for Kriti Arogya Kendram for the month of November 2009:

Patient footfall:

- The trend in patient registrations is captured below.

	Patients in the month	Average per day
July	47	2
August	44	1.8
September	69	2.8
October	172	7.1
November	104	4.4



- In October, we had undertaken a client survey following which we streamlined some of our internal processes and also distributed complementary coupons in the community. The impact of the coupons is reflected in the increase in October registrations. The footfall in November saw a dip from those levels, in the absence of any market-push activities and also because of the high penetration already made into our immediate basti (MG Nagar).

Repeat patients:

- The trend in repeat patients (adjacent table) reflects increasing loyalty which is encouraging.
- The trend in patient registrations indicates that over 90% of our new patients are from MG Nagar, the basti that we are located within. While this reflects the high levels of penetration, we are trying to figure ways in which we can increase our penetration in other bastis.

	New	Repeat	Total
July	41 87%	6 13%	47 100%
Aug	35 80%	9 20%	44 100%
Sep	65 94%	4 6%	69 100%
Oct	135 78%	37 22%	172 100%
Nov	74 71%	30 29%	104 100%
Total	350 80%	86 20%	436 100%

Health Centre activities:

- In November, our efforts were focused on health education and widening the spectrum of our services. During this month, we:
 - Developed a module for health education for pregnant women. The module entails a detailed doctor check-up and three days of training by health workers to groups of pregnant women. The training covered multiple aspects of care including nutrition, tests, dos and don'ts, misconceptions, pre and post natal care. We administered this module in BJR Nagar (one of the 16 bastis in Film Nagar), and covered all the pregnant women in the basti.
 - Initiated a collaboration with Sai Baba Trust for referrals for specialists at their Clinic. This allows us to forward our patients to a range of specialists at an affordable price.
 - Finalised partnerships with LV Prasad Eye Institute and VisionSpring. The partnerships entail:
 - LVPEI's Vision Technician will visit our centre every alternate week, and screen for eye issues. As required they will take orders for spectacles and deliver them, and also refer for surgery / higher care to their hospital.
 - Our health workers will sell VisionSpring's spectacles for Presbyopia, and screen for other eye issues directly in the community and refer them to the LVPEI VT.
 - CHWs have undergone 2 days of training with LVPEI and will undergo 4 days training with VisionSpring.

- In November, we also rationalized our medicine list and stabilized our sourcing channel. This has simplified the inventory management to an extent.
- **Proposed Activities for December**
 - Initiate eye care with LVPEI and VisionSpring
 - Take the pregnant woman module to the other bastis
 - Develop a module for Child Health (0-5 year olds)