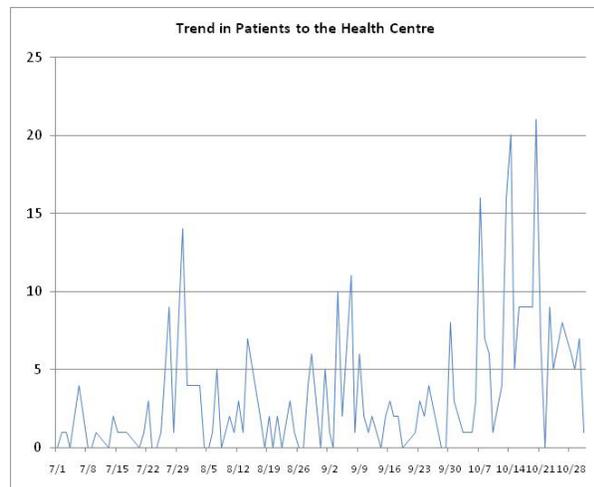


Key performance highlights for Kriti Arogya Kendram for the month of October 2009:

Patient Outreach:

- In October 2009, we undertook a community interaction exercise to assess patient satisfaction, and gather feedback about our services. Following which, we initiated the following:
 - Increased our centre timings from 5.30 pm to 9.00 pm
 - Ensured timeliness of doctor's availability at the centre
 - Streamlined patient interaction with more thorough examinations of the patients
 - Communicated subtly that care at Kriti is not limited only to prescribing tablets, but also comprised of injections and IV fluids
 - Placed a glow sign and signages at different locations in the bastis
 - Conducted a promotion campaign where the community health workers distributed fliers explaining about the services at the health center and offering free consultation to patients who bring the flier to the clinic
- The trend in patient footfall over the last four months of our operations is given below. The significant growth in the month of October is a reflection of our deepening relationship with the community, and also the benefits of the initiatives discussed above.

	Patients in the month	Average per day
July	47	2.0
August	44	1.8
September	68	2.8
October	177	7.1



Services at the Health Centre

- During October, we took on board two young MBBS doctors to ensure uninterrupted availability of care:
 - Dr. Vinay, is a Post Graduate student at Osmania Medical College, and will function as the Lead Doctor for the Centre.
 - Dr. Navya, is an MBBS from MediCiti Medical College, and will be available at the Centre on Wednesdays and Fridays. Her focus will be on developing the Women/ANC practice.
- We are taking forward our engagement with LV Prasad Eye Institute:
 - LVPEI team has started training of our health workers for screening eye issues
 - An LVPEI Vision Technician will start consulting at our Centre from mid-November
 - We are in advanced stage of discussions with VisionSpring to make available spectacles for Presbyopia, at patients' doorsteps and at our Centre.

Community Outreach

- We will start our preventive education program from November, with focus on ante-/pre-natal care.