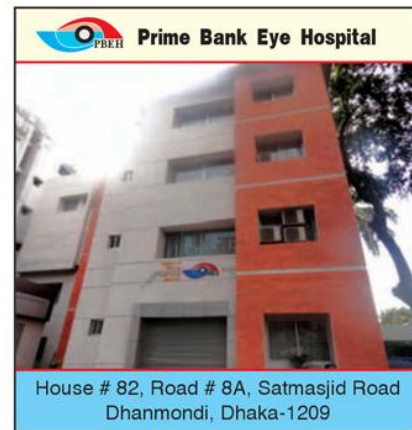


Health

Prime Bank Eye Hospital (PBEH)

Prime Bank Eye Hospital (PBEH) was established to make high quality eye care accessible to all, regardless of their financial condition. With eye-disease pervasive across Bangladesh, countless poor and needy people throughout the country suffer and lose their livelihoods to conditions that are readily treatable and often preventable. Though the hallmark of PBEH is to provide treatment at prices that everyone can afford, with many receiving free support, a core principle of hospital is its financial self-sufficiency, based on successful social business models. This is achieved through high quality, high volume care based on a well-organised system. Aiming to meet the goals defined by the Vision 2020 initiative of the World Health Organisation, PBEH not only provides treatment and surgery, but is also actively involved in raising awareness of and generating demand for eye health in order to promote the prevention and control of avoidable blindness across the country.



PBEH is unique because of a combination of several factors, including:

Pricing and Accessibility of Services:

- Pricing is designed to ensure accessible to all, with a safety-net provision for those who cannot afford regular costs
- "Tailored to needs" setup for different socio-economic strata
- Pricing at a sliding scale for sustainability and cross-subsidisation if needed
- "One-stop shopping" approach to provide a wide range of eye care services

Highly Skilled and Professional Team:

- An exceptional team of highly trained, dedicated and caring staff, including physicians, management, and others
- A well-structured and functional organogram with clearly defined responsibilities, ensuring accountability and results

Setup, Launch and Operation:

The launching of Prime Bank Eye Hospital in January 2012 was the outcome of several years of careful planning and meticulous work. Every stage of the process was guided by the hospital's founding vision: providing eye care that is not only affordable for all, but of the highest standard. Technical and management assistance has been secured from AECS (Aravind Eye Care System, India) since 2010, after Prime Bank Foundation entered into an agreement with them for their guidance in the establishment of a state-of-art eye hospital in Bangladesh. Following the signing of the MoU, Prime Bank Eye Hospital began setting up its hospital at a site on Satmasjid Road Dhanmondi, Dhaka, where operations will continue until they are eventually shifted to a purpose-built facility in Ashulia. Modern international grade equipment was procured,

checked and installed under supervision of renowned ophthalmologists. All other work, including hospital renovation and human resource recruitment, was completed by the end of 2011, realising the goal of establishing PBEH as a cutting-edge eye care centre. Finally, a distinguished team from AECS (comprised of Mr. R. D Thulasiraj, Mr. Nagarajan, Dr. AsimSil, and Ms. Sashi Priya) visited the site on December 15, 2011, to oversee the progress and ensure every standard was fulfilled.

2012 was a landmark year for Prime Bank Eye Hospital, not just because of its launch, but also the incredible response it saw. PBEH was inaugurated on January 2012, at a ceremony attended by numerous distinguished guests, including the Governor of Bangladesh Bank, Board of Directors of Prime Bank Limited (PBL), and many others. The hospital began actual operations on the 22nd of January 2012. In the days since, several thousand beneficiaries have passed through PBEH, where they have received life-changing treatment and care.

Promoting the newly established hospital was a key priority, and PBEH has been proactively addressing this challenge with publicity campaigns in print media (newspapers and magazines), PBL ATM booth branding, brochure distribution, and other activities. The response has been remarkable, with the number of treatment seekers increasing day by day.

In addition to operating its fixed facility in Dhaka, the PBEH project also has a mission to promote early detection and prevention, and outreach to those outside the capital, in order to address the pressing needs for eye care across the country. In 2012, PBEH began implementing outreach camps where cataract patients are identified, and later provided with surgery at minimal cost.

One of PBEH's fundamental values is continuous progress and development. Accordingly, the "Vision Building & Strategic Planning Workshop" was planned during an AECS team visit, for the purpose of defining longer term goals and action plans. The workshop was held in May 2012 at LAICO, AECS India. Various goals and strategies were discussed, covering self-sustainability, conducting of outreach camps, recruitment of skilled HR, promotion, and much more.



Inauguration of PBEH by Dr. Atiur Rahman Governor, Bangladesh Bank



Vision Building & Strategic Planning Workshop Participants From PBEH

Impact and Service Statistics:

Since inception, PBEH has provided 5,676 patients with eye care services at minimal cost. Of these, 147 patients underwent surgery and received aftercare treatment. The surgeries were performed by PBEH's proficient ophthalmologists, whose diligent work meets the standards and requirements set by the World Health Organization (WHO).

In 2012, PBEH conducted 11 outreach camps, providing ophthalmic examinations to 2,750 patients. Among them, 93 patients were brought to the base hospital (PBEH) for surgery. About 700 patients received refraction services with spectacles being dispensed to around 500 beneficiaries.

<p>Some complex operations performed at Prime Bank Eye Hospital</p>	<p>Before Surgery</p>				
	<p>After Surgery</p>				

Outreach Camp to Prime Bank Eye Hospital



Vision test at Camp



Patient Examination at Camp



Patient Examination at Camp



Camp patients are in queue for follow-up surgery



Camp patients are having dinner at PBEH cafeteria



Camp patients are at PBEH ward



Camp patients are at PBEH ward



Camp patients are at PBEH ward