

# Prabhava

It's time to make your mark!



## Star performer

Introducing the stars of PEC who shine brightly and perform to their best every day. Details on next page.

## Expresso



Share your thoughts, poems or art that you learnt or have been honing. Show us your creative side.

## Equipment IQ



We work with some of the latest eye care equipment in the world. Do you know about them? This section opens the doors.

## 1 Be proud to be a Prabhavi!

Thank you for the overwhelming response to our first edition. We shall keep adding enriching articles, tidbits, creativity and news as we move along. The print copies of the newsletter were made available too and we shall print more copies as we go forward.

This month if you haven't contributed to Prabhavi, the next one awaits you!



A snippet from our recently concluded Clinical meet at La Marvella. It was an event marked with interesting and insightful presentations on new technologies, strategies and developments in Ophthalmology.



## Upcoming events

Clinical Meet at PEC - 29th June 22

## Every patient needs attention

It is very important in a growing Specialty center like ours to monitor, facilitate and improve the patient satisfaction and help them get the best of services in shortest possible time. Knowing how to improve patient flow is all about



going into details and ensuring that there is clarity if there are any delays, cost related concerns, and addressing issues of the patients / their companions by talking to them and escalating when required. This will not only help in solving them but also ensure a better experience for patients. Read about the compiled list put together by Dr. Sreepriya on Pg.4

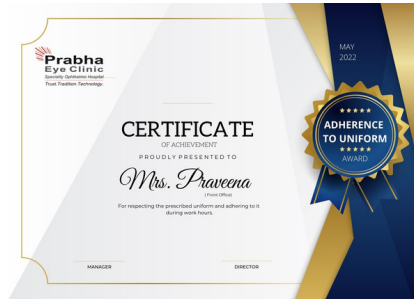
# Prabhava

## Star Performers



### Star Performer - Shantala

A go-getter who thrives at her work and is responsible, dependable and dedicated.



### Adherence - Mrs. Praveena

For being at the forefront of patient interactions and setting an example for others.



### Applause - Kumaramangalam

Always motivated, he knows his role at work and does complete justice to it by being proactive and thoughtful.

## Equipment IQ

Optical Coherence Tomography (OCT) testing



Dr. Divya takes us on tour of OCT and explains us the way it is done. Scan the QR code or use the link to view: <https://youtu.be/jXUP14NPY2M>



Mouthwatering! - Realistic drawing by Varshini

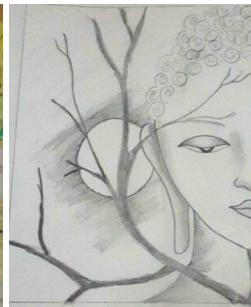
## Expresso



Motherly love - Parvathi (Insurance)



As the river flows - Madhusudhan (Eyebank)



Melancholic! - Bhargavi (floor Manager)



An eye for the nature - From Divya (Patient Care assistant)

## An adventurous trip to Ooty

by Anjali & Bhavani (Receptionist)

Ooty is an enchanting place filled with scenic beauty, cloudy weather and chillness. This hill station is situated in Neelagiri hills in Tamil Nadu. Me and my friend Bhavani decided to go on our own Vespa bikes, which both of us bought at the same time. It was a dream come true moment for both of us. A beautiful foggy morning with raindrops splashing on our faces, we left Bangalore at 5:30am from Prabha Eye Clinic to Ooty. Away from the town, amidst beautiful views, animals and trees in Bandipur forest, we could see a herd of deer, beautiful peacocks and elephants. We were lucky to see a peacock dancing with the feathers wide open which usually indicates rainy weather.



As the sun rose, we reached the Queen of hills around mid-day. Even as the sunlight hit the hills, it was cloudy with chilled weather. We enjoyed a nice hot tea. Then we headed to Udagamandalam Railway Station for a ride in narrow gauge train but it was really disappointing to know that we missed the train. With little disappointment, we went to the boat club and engaged in many activities like cycling, horse riding and of course boating. We had found new confidence and also that we could achieve anything if we made up our mind.

We would like to go on such adventurous trips together in the days to come. Unplanned moments are always better than planned ones.

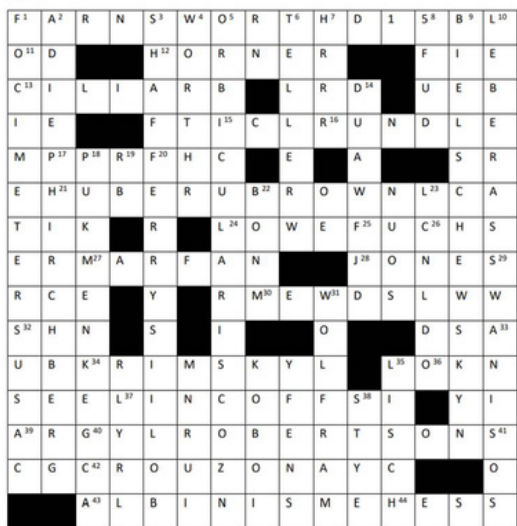


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## ANSWERS TO LAST WEEK'S CROSSWORD

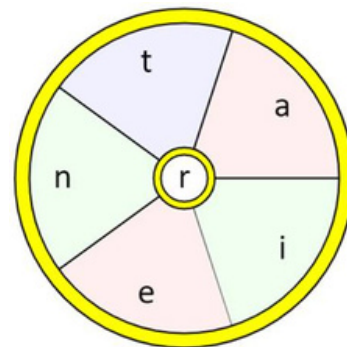
by Dr. Ajinkya

Answer:



## WHEEL OF WORDS

Good with words, it's time to test it out. Make as many words as you can using the central letter. If you use up all the letters and make a word, you get the bonus.



About 50 words hidden here, if you get them all, let us know through email.

## DID YOU KNOW ?

by Dr. Priyanka Sudhakar

Allvar Gullstrand is the only ophthalmologist to win a Nobel Prize; he is also the only one to receive it for work in ophthalmology. Other ophthalmologists that have been nominated were Hjalmar Schiötz, Karl Koller, and Jules Gonin

## Innovators in Ophthalmology

An ode to some of the greatest minds in ophthalmic history - how many of them can you find here ?

by Dr. Priyanka Sudhakar



Hints!

SCIENTISTS	CREDITS
Hermann von Helmholtz	Direct Ophthalmoscope
Albrecht von Graefe	Surgical Iridectomy
Herman Snellen	Snellen's chart
Julius Hirschberg	Hirschberg's test
Allvar Gullstrand	Slitlamp biomicroscope
Shinobu Ishihara	Ishihara chart
Alexios Trantas	Gonioscopy
Jack Copeland	Streak Retinoscope
Charles Schepens	Binocular Indirect Ophthalmoscope
Marc Amsler	Amsler grid
Hans Goldmann	Goldmann perimetry, applanation tonometry
Harold Ridley	Intraocular lens
Charles Kelman	Phacoemulsification
Robert Machemer	Pars plana Vitrectomy
Svyatoslav Fyodorov	Radial keratotomy
Gholam A Peyman	LASIK
Anders Heijl & Mike Patella	HFA
Jose Barraquer	Father of modern refractive surgery
Sushruta	Cataract extraction
Ian Bailey & Jan Lovie-Kitchen	LogMAR chart
John Cairns & Peter Watson	Trabeculectomy
Kronlein	Lateral orbitotomy
Irvin Borish	Father of modern optometry
Hjalmar Schiötz	Schiötz tonometer
Carl Koller	Topical anesthesia (cocaine)
Jules Gonin	1 <sup>st</sup> successful RD surgery
Eduard Konrad Zinn	Corneal transplant



## Guess maadi nodi

Some people can recognise eyes easily and some can guess or need prompting. Which category do you belong to? Here's a test. Guess, which celebrity's eyes are these?  
Last week's answer: Deepika Padukone

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**Expresso**

## **Key things to do to help avoid bad reviews** - Dr. Sreepriya

1. Identify vulnerable patients, difficult patients and make sure they are followed up for completion of consultation/procedure without hassle
2. Communicate with the patient regarding the undue wait time.  
Eg. Doctor attending an emergency in the OT, non-dilating pupil.
3. Prevent uncertainty of wait time by proper communication with the patient- Eg. Intimate patient that they can have lunch and get back for their turn at a specified time as there has been a delay in seeing earlier patients waiting for the procedure.
4. Quick billing and communication of insurance approval or insurance enhancement
5. Most importantly, do not forget to encourage a happy patient to write about their experience and rate us and your interaction with them :-)

*These things help prevent a possible negative review and give patients a better understanding and experience.*



### **Bad google reviews are bad for all of us!**



**Of the 351 reviews on google, we have about 48 reviews that have just 1 star rating**

Most often there are fake ones and those of competitors who rate us low to affect our business but that can be flagged and reported to Google, and they will investigate it further. But if the reviews are from unhappy patients, it's something we need to be concerned about and take steps to avoid them.

### **Congratulations to the winners!**



It was our own IPL that saw lot of action and fun on the field. Both teams fought hard to win the trophy, eventually sister concern team, Vittala who won the finals and Team PEC were the runners up. Congratulations to team PEC

## **Life @ Prabha**



A few glimpses from our clinical meet at La Marvella. An engrossing session of insights, knowledge and new techniques were presented by Specialists at the event.

