

Transforming Healthcare

We bring the change you wish to see!

Prepared by.

Dr. (Maj.) Prashant KS Chauhan

Website

www.purplesquirrelstrategists.com

Who are we?

- **Purple Squirrel Strategists** is a leading consulting firm transforming eye care delivery through innovation, operational excellence, and capacity building.
- **A 100+ years' combined eye care experience** with **50+ successful projects in just 3 years.**
- Worked with top institutions including **Vasan Eye Care, Centre for Sight, EyeQ, ICARE, Apollo, HCG, Max, Birla Fertility, and Fortis.**
- Partnering with eye hospitals and chains to enhance outcomes, streamline operations, and drive sustainable growth.



Dr. (Major) Prashant Kumar Singh Chauhan

Healthcare Management Professional | Consultant | Trainer

Education & Certifications

- **MBBS** – PGIMS, Rohtak
- **MBA** – FMS, Delhi University (**Top 5 B-School in India**)
- **Executive Courses** – IIM Ahmedabad | Harvard Business School

Experience: 25+ years in Multi & Single Specialty Healthcare

Expertise: Operations | Strategy | People Management | Sales & Business Development

Journey:



Founder – Purple Squirrel Strategists:

- **Expertise:** Optimizing Eye Hospital Operations & Business Strategy
- **Clients:** India & International
- **Team:** 5 experienced professionals

Our Team



Dr. Gagan Dudeja

Director Clinical Strategy
& Governance



Davinder Rawat

Director Strategy



Sumeesh Rajan

VP Operations



Siddarth

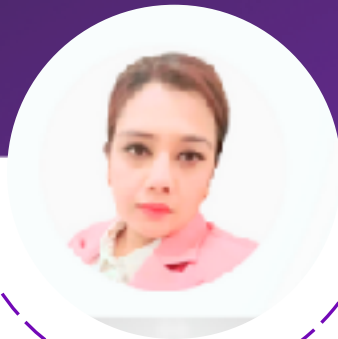
VP Operations and Strategy

Our Team



Dr. Monika Sharma

Senior Manager
Operations



Dr. Naureen Ahmed

General Manager
(Strategy & Operations)



Jaideep Gupta

Advisor (Strategy &
Expansion)



Kapil Kukreja

Advisor (Finance & Strategy)

Our Services



**Patient Experience
Management**



**Business Process
Re-engineering**



**Digital
Transformation**



Business Analytics

Our Services



**Accreditation and
Quality Management**



Financial Planning



**Human Capital
Management**



**Learning and
Development**

Our Services



Strategic Advisory

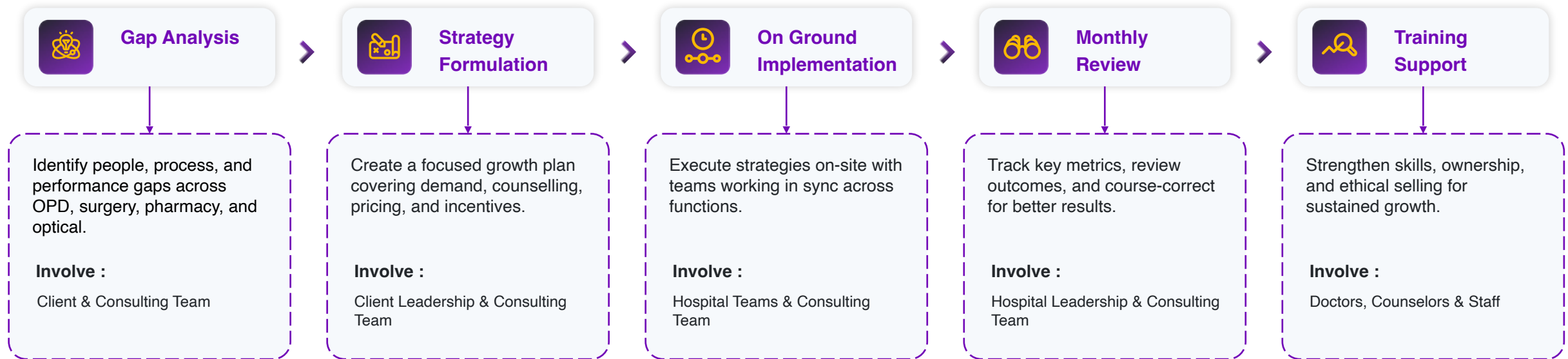


Business Promotion



**Scaling up
Navigation**

Our Methodology



Our USP

Learning & Development

Vision: Building highest-converting, patient-centric eye care teams through clinical-business integration.



1. Human Capital Excellence

- ↑ **95%** Operational Efficiency
- ↑ **65%** Conversions
- ↑ **90%** Patient Satisfaction



2. Data-Driven Performance

Real-time dashboards
Continuous evaluation frameworks
Progress tracked, measured, and optimized



3. Embedding a 'Patient-First' Culture

Leadership, operations, counselling, and service delivery
Measurable growth in efficiency, satisfaction, and service standards



4. Empowering Teams

Structured modules in leadership, communication, and service excellence
Workshops and role-play simulations
Builds accountability, empathy, and high-performance habits

Our USP

Learning & Development

Vision: Building highest-converting, patient-centric eye care teams through clinical-business integration.



5.Sustainable Skill Development

Gamified labs and real-world simulations
Behaviour-anchored feedback loops
Neuroscience-backed learning for lasting impact

Our Promise

Measurable. Scalable. Sustainable.

Purple Squirrel Strategists – Empowering
Eye-Care Excellence Across Borders

Purpose of Training

To empower the Operations, Business Development and Counselling teams with the necessary tools, knowledge, and mindset to:

Drive patient footfall and OPD conversion

Enhance patient communication and satisfaction

Create a culture of upselling and higher conversions



Build strong local and referral networks

Deliver delightful patient experiences across the network

Maximize internal collaboration for revenue growth

Training Objectives - Key Focus Areas

Business Development Team



Develop deep understanding of healthcare outreach & marketing



Improve territory planning, lead generation & CRM usage



Strengthen doctor referral and corporate tie- up models



Build personal branding and hospital representation skills

Counselling team



Enhance clinical and product knowledge



Master patient engagement, counselling, and conversion techniques



Learn empathetic communication and objection handling



Improve coordination with doctors



Enhance upselling techniques



Develop skillsets for optimized conversions across surgical services



Build a culture of empathetic communication across frontline staff



Patient experience management concepts



Active listening and improved inter- departmental coordination



Patient feedback loop system integration



Service recovery trainings



Handholding of patients across the entire patient journey



Operations Team

Optical Transformation in The largest Eye Care Chain, Vietnam

Client

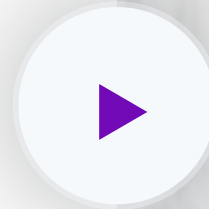
Medical Saigon Group

Challenges

Optical sales contributed only 3% of gross revenue, with progressive lenses at just 2% volume contribution.

Strategic Actions

- Added tiered products and value-added services
- Trained doctors, optometrists, sales executives and store managers
- Overhauled inventory mix at store level
- Created tracking systems for daily, weekly and monthly business monitoring



Division Structuring & Systems Setup

01

Created complete Organogram for Optical Division

02

Developed SOPs, Operations Manual, and Audit System

03

Streamlined hiring and training processes

04

Established uniform service and operational standards

Workshops & Capability Building



01

Sales Staff: Product knowledge and upselling skills

02

Optometrists: Prescription accuracy and conversion improvement

03

Doctors: Strengthening referral collaboration

04

Core Team & COOs:
Performance tracking and leadership development

Operational Efficiency

01

Centralized Procurement: Redesigned for improved vendor control

02

Planogram Implementation:
Standardized layout across all stores

03

Visual Merchandising: Improved product presentation and stock management

04

Operational Efficiency:
Enhanced speed, accuracy, and consistency across locations

Outcomes & Impact



01

Increased team ownership and accountability

02

Boosted patient satisfaction and repeat sales

03

Developed a scalable framework adaptable to other regions

04

Strengthened opticals as a core revenue contributor



Remarkable Results in 6 Months

Strategic interventions in product mix, training and tracking systems delivered exceptional growth across all optical metrics.

01

5%

Optical Revenue

Significantly increased from 3% to 5% of gross revenue

02

21%

Progressive lenses

Volume contribution surged from 2%-21%

03

52%

Growth in Optical Conversion

Optical conversion grew from 40% to 61%

03

1.6X

Growth Multiple

Overall optical revenue increased in just six months



Eye Care Maldives Project – Impact Summary

Key Interventions






- **Counselling:** Dedicated desk, trained staff, structured trackers
- **Call Centre:** Improved scripts, audits, patient interaction.
- **Premium IOLs:** <2 weeks delivery, zero inventory loss.
- **OPD & OT Flow:** CAPA feedback → better coordination, experience.
- **KPIs & QA:** Performance dashboard, standardized audits.
- **Workflow:** Role optimization, faster processes, improved teamwork.





Impact Metrics

Delivering measurable improvements in efficiency, quality, and patient experience.

Metric	Before → After	Result
 Wait Time	60 min → 30 min	↓ 50%
 IOL Delivery	4 wk → <2 wk	↓ 50%
 Counselling	31% → 51%	↑ 64.5%
 NPS	70 → 90	↑ +28%
 Audit Compliance	60% → 95%	↑ +35 pts

Case Study

Boosting Optical Revenue – Delhi

Client: Eye Hospital Group (\$7M Annual Revenue)

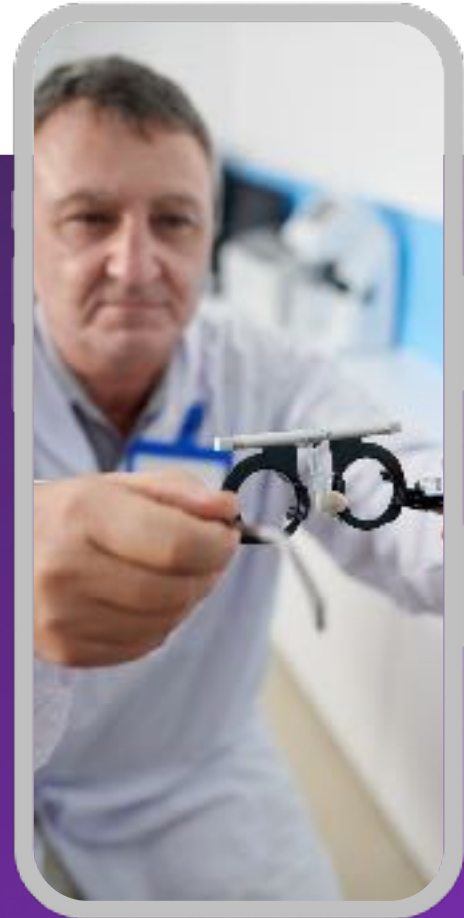
Challenge: Optical sales contributing only 1% of total revenue

Actions:

- Revamped optical operations
- Introduced doctor-led preselling of progressive lenses
- Launched staff incentive programs
- Enhanced in-store merchandising

Outcome:

Optical revenue rose to 4.5% — a 350% growth in contribution



Case Study

Driving Growth by Creating Demand – Mumbai

Client: Multi-location Eye Hospital Chain

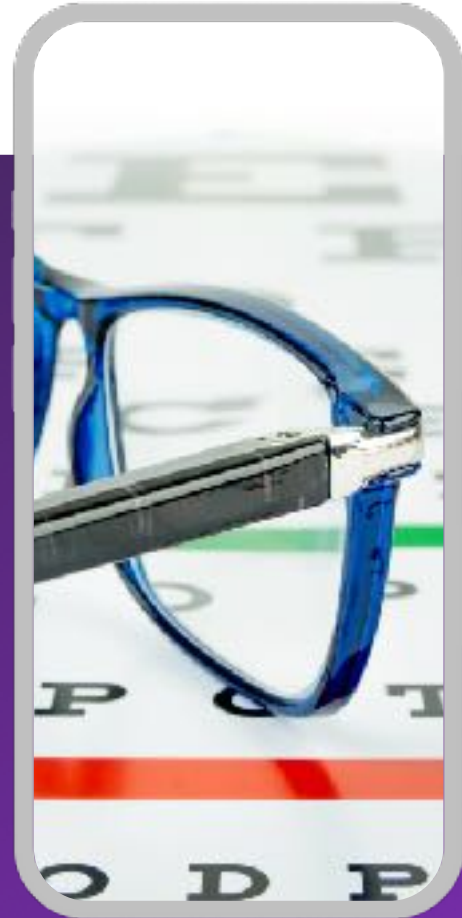
Challenge: Annual growth stalled at 12%

Actions:

- Launched targeted local demand campaigns
- Improved OPD/IPD patient conversion
- Revamped traditional and digital marketing
- Trained staff to enhance patient experience
- Built culture of effective upselling

Outcome:

Growth surged to 39% annually — business pace tripled



Case Study

Building a Strong Digital Reputation – Pan India

Client: Pan-India Eye Hospital Network

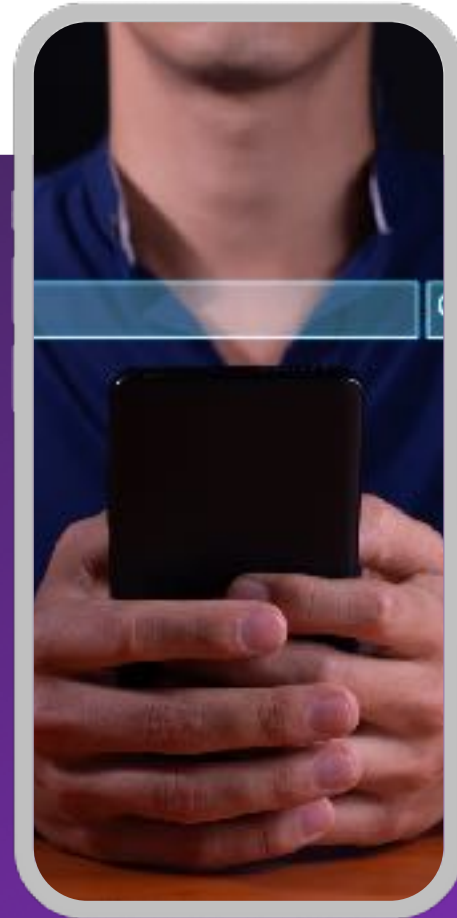
Challenge: Only 3,300 Google reviews

Actions:

- Developed a centralized digital review system
- Introduced staff incentive programs
- Deployed QR-based review collection by a dedicated team

Outcome:

Reviews soared to 55,000 within 2 years



Case Study

LASIK Growth through Internal Awareness – Mumbai

Client: Tertiary Eye Hospital Chain

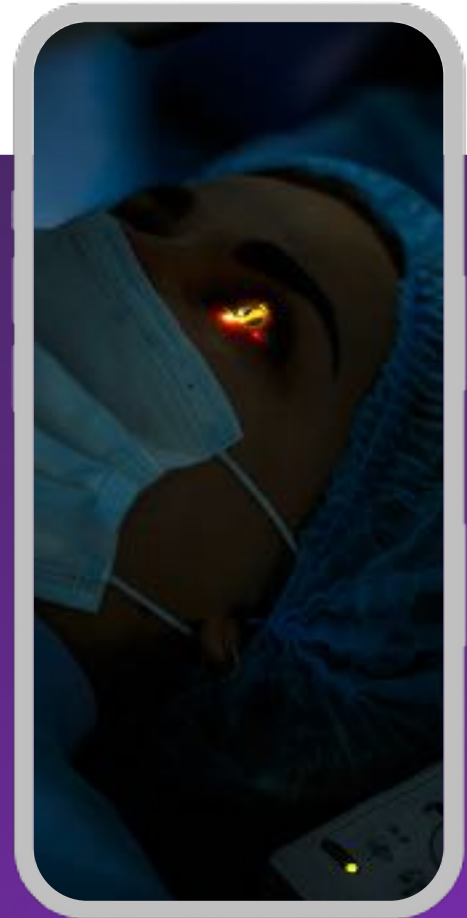
Challenge: Only 18–20 LASIK cases per month

Actions:

- Trained staff to identify and refer LASIK candidates
- Deployed local digital ads with CRM-based retargeting
- Appointed LASIK ambassadors from the clinical team

Outcome:

Volume increased to 45–50 LASIKs per month within 6 months — over 125% growth



Case Study

Record LASIK Campaign Performance – Punjab

Client: Eye Hospital Group

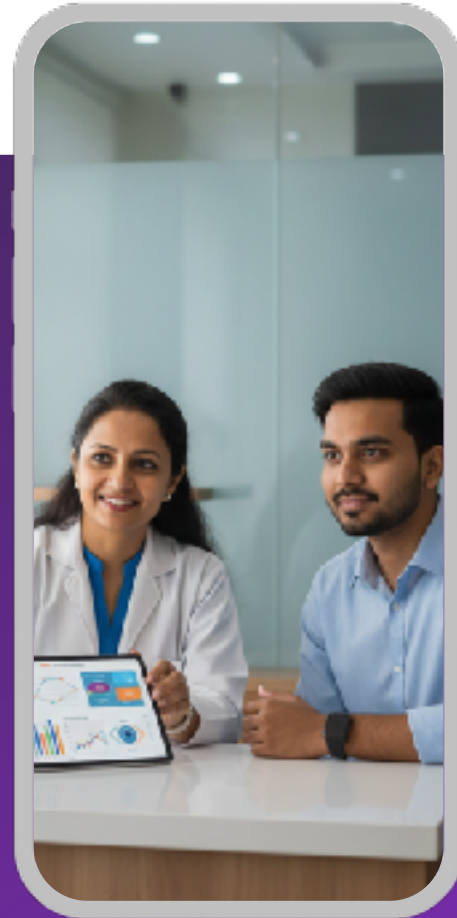
Challenge: Peak LASIK volume capped at 58 cases per month

Actions:

- Executed a 30-day LASIK conversion drive
- Leveraged webinars, digital ads, and direct outreach
- Reinforced referral and follow-up programs
- Empowered optometrists and counselors to improve conversions

Outcome:

Achieved **125 LASIK cases in a month — 2.1x** the previous record



Case Study

Higher Ticket Size through Premium Strategy – Delhi

Client: Multi-location Eye Hospital Chain

Challenge: Average cataract surgery ticket size at ₹24,450

Actions:

- Conducted counselor training on upselling
- Introduced advanced counselling tools and simulators
- Designed premium care pathways
- Trained doctors in value-based selling

Outcome:

Average bill increased to ₹38,500 in 2 years — a 57% rise in yield per patient



Case Study

Faster Surgical Processing – Ambala

Client: High-volume Eye Hospital

Challenge: Surgical-advised patients spent **2.5 hours** in process

Actions:

- Implemented lean process (Kaizen) for workflow efficiency
- Introduced fast-track and alert channel systems for diagnosed patients
- Appointed OPD coordinator to streamline patient flow

Outcome:

Processing time reduced to 1.4 hours — improved patient handling and raised surgical conversion from 45% to 62%



Case Study

Better Patient Loyalty through Service Culture – Chennai

Client: Eye Hospital Chain

Challenge: Low Net Promoter Score (NPS) at 37

Actions:

- Conducted frontline staff training on soft skills
- Set up rapid patient complaint resolution system
- Implemented monthly feedback and retraining cycles

Outcome:

NPS increased to 64 within 10 months — a 73% improvement in patient experience



Case Study

Boosting LASIK Numbers – Maharashtra

Client: Multi-location Eye Care Chain

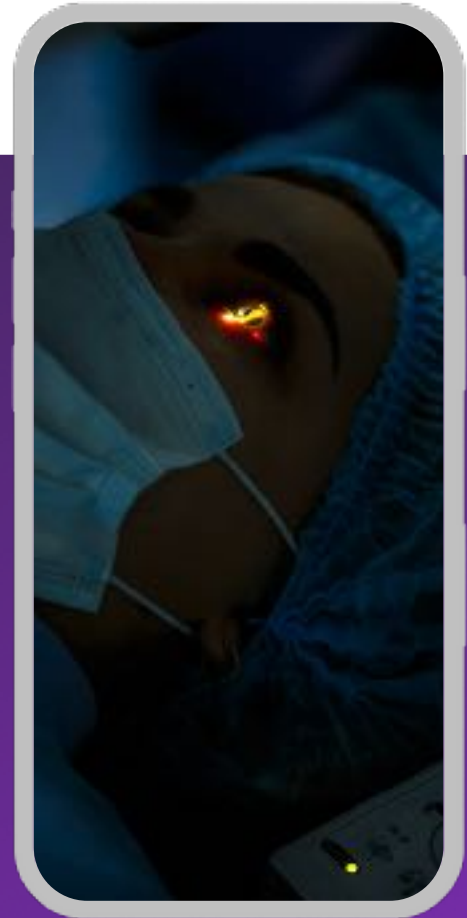
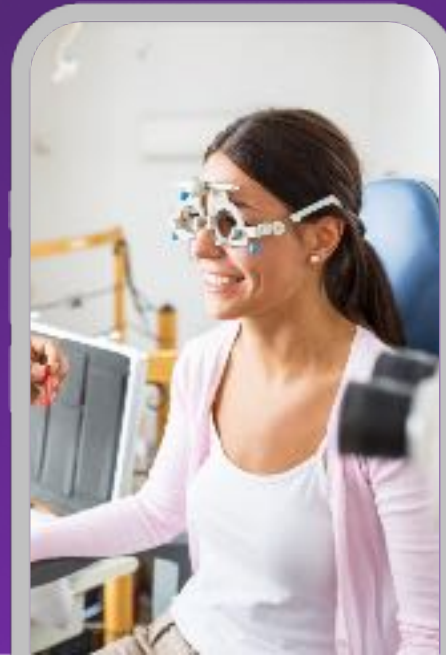
Challenge: LASIK growth plateaued at 10%

Actions:

- Formed a dedicated LASIK task force
- Ran integrated digital and conventional marketing campaigns for 3 months
- Introduced LASIK questionnaires for non-refractive patients and attendants
- Implemented daily monitoring through con-calls and team huddles

Outcome:

LASIK procedures doubled from 186 to 386 (April–December 2025) — achieving more than 100% growth in 9 months



Case Study

Boosting FEMTO Cataract Growth – Maharashtra

Client: Multi-location Eye Hospital

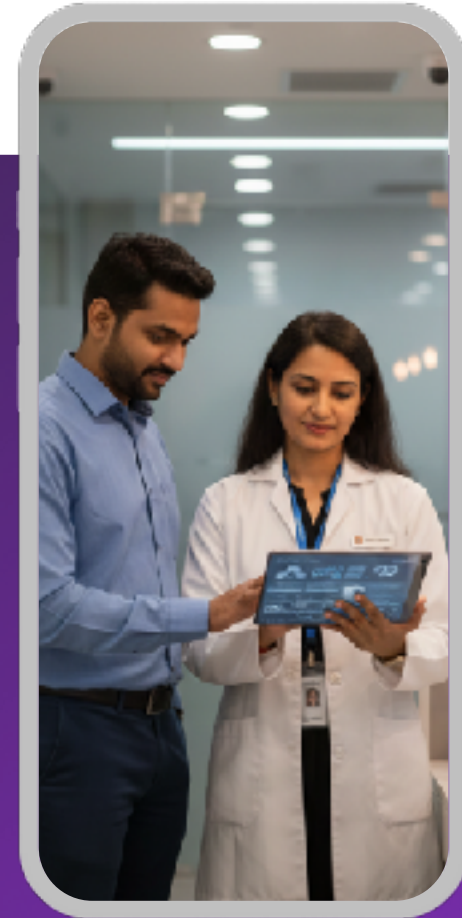
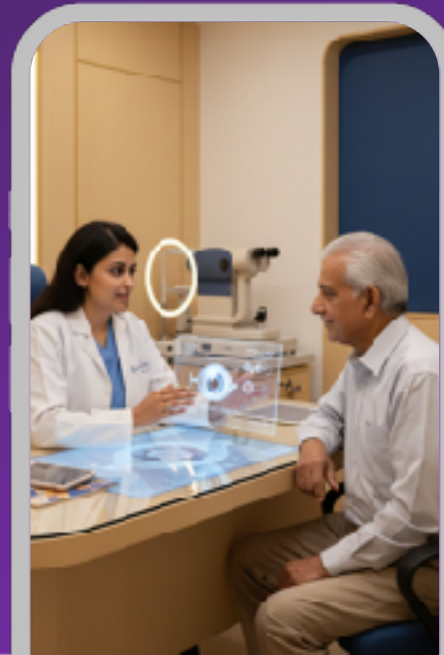
Challenge: FEMTO surgeries stuck at 10/month

Actions:

- Formed FLACS task force
- Introduced competitive pricing
- Doctor–counselor tag-team with custom scripts
- Strengthened internal branding and follow-ups
- Daily huddles and con-call monitoring

Outcome:

Reached 70 surgeries / month by fourth month



Case Study

Driving Accelerated Growth by Creating Demand | Mumbai

Client: Tertiary Multi-location Eye Hospital Chain

Challenge: Growth momentum plateaued despite a strong clinical reputation and advanced technology

Actions:

- Deployed high-intent digital and hyperlocal demand-generation campaigns
- Introduced coupon-led and high-response contingency marketing initiatives
- Strengthened internal referral pathways (**LASIK** screening, **FLACS** prioritization)
- Implemented structured counselling to improve **OPD-to-surgery conversions**
- Activated print media outreach (**newspaper ads, leaflet distribution**)
- Trained frontline teams to enhance patient experience and ethical upselling
- Realigned incentive structures with conversions, premium procedures, and patient satisfaction

Outcome:

52% YoY revenue growth in December, driven by a sharp rise in premium procedures and renewed business momentum.



Case Study

Boosting Hospital Revenue Through Process & People Excellence | East Delhi

Client: Single-location Eye Hospital

Challengea

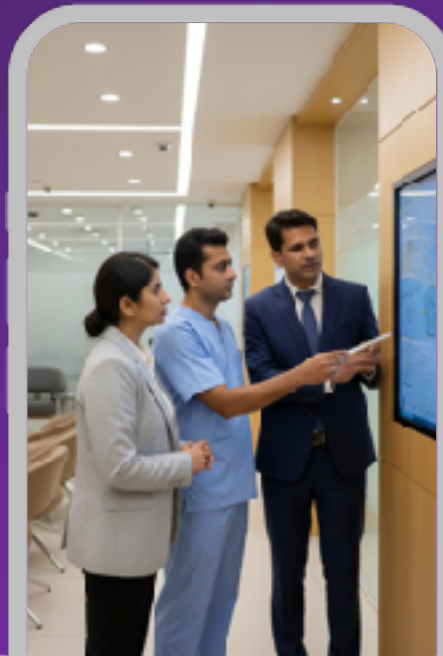
- Revenue growth constrained by people and process gaps
- Cataract average ticket value (ATV) stagnant at ₹31,000
- **Need to improve efficiency while enhancing patient-centric outcomes**

Actions:

- Re-engineered core patient and counselling processes
- Implemented close performance monitoring and targeted training for counsellors
- Introduced rewards and recognition programs to drive consistent execution
- Deployed a tag-team operating model (doctor, counsellor, centre manager in sync)
- Rolled out structured incentive programs aligned with revenue and experience metrics

Outcome:

- Significant uplift across all revenue levers (18 to 158%)
- Cataract ATV increased from ₹31,000 to ₹35,000
- Overall Hospital growth at 21% YoY
- High staff engagement and motivation
- A scalable, performance-led foundation for continued growth in **2026**



Our International Projects



Vietnam



See the world better

Maldives



Berkeley, USA



Clients Who Trust Us



Ghaziabad, Uttar Pradesh



Maharashtra



Delhi



Chennai, Tamil Nadu



Maharashtra



Yavatmal



Indore



Pune



Punjab



Gurgaon, Haryana



Bilaspur, Chhattisgarh



Maharashtra



Clients Who Trust Us



Noida, Uttar Pradesh



Mumbai, Maharashtra



Delhi



Ambala, Haryana



Super Speciality Eye Hospital
Rohtak, Haryana



Centre for Premium Eye Surgery
Patiala, Punjab



Patiala, Punjab



Delhi



Briganganagar, Rajasthan



Pitampura, Delhi



CARE | CURE | CORRECTIONS
Gurugram, Haryana



Chennai, Tamil Nadu



Ludhiana, Punjab



Delhi



Patel Nagar, Delhi



Clients Who Trust Us



Delhi



Gurugram



Uttar Pradesh



Bhatinda



Gurugram



Gurugram



Chhattisgarh



Punjab



Kolhapur



Delhi



Indore, Madhya Pradesh



Delhi



Karnal, Haryana



Jalandhar, Punjab



New Delhi, Delhi



Agra, Uttar Pradesh



Maharashtra



- Our surgical conversion rate improved from **30% to 50%** within three months after engaging Purple Squirrel.
- **Purple Squirrel Strategists transformed** our operations — from **Counseling** and **Call centre** performance to clinical governance and leadership hiring
- Thanks to Purple Squirrel Strategists, both our **hospital** and **optical conversions** have seen **remarkable growth**.



Dr. Abdullah Zahir

Managing Director, EyeCare Maldives



Ms Nguyễn Thị Thanh Bình

Chief of Optometry, Medical Saigon Group Vietnam

- With **Purple Squirrel Strategists** guidance, we transitioned seamlessly from outsourced to in-house operations and achieved double-digit monthly revenue growth.
- Their strategic roadmap and continuous support helped us strengthen processes, implement dashboards, and improve team performance across all areas.
- Thanks to **Purple Squirrel Strategists** consulting, our hospital achieved consistent growth, stronger systems, and smoother operations.



Mr Lý Minh Hiếu

Head of Opticals, Medical Saigon Group Vietnam



THANK YOU

From Insight to Impact

Invite us to assess, align, and accelerate your growth

Contact Us



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