

# Transforming Healthcare

We bring the change you wish to see!

**Prepared by.**

Dr. (Maj.) Prashant KS Chauhan

**Website**

[www.purplesquirrelstrategists.com](http://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**

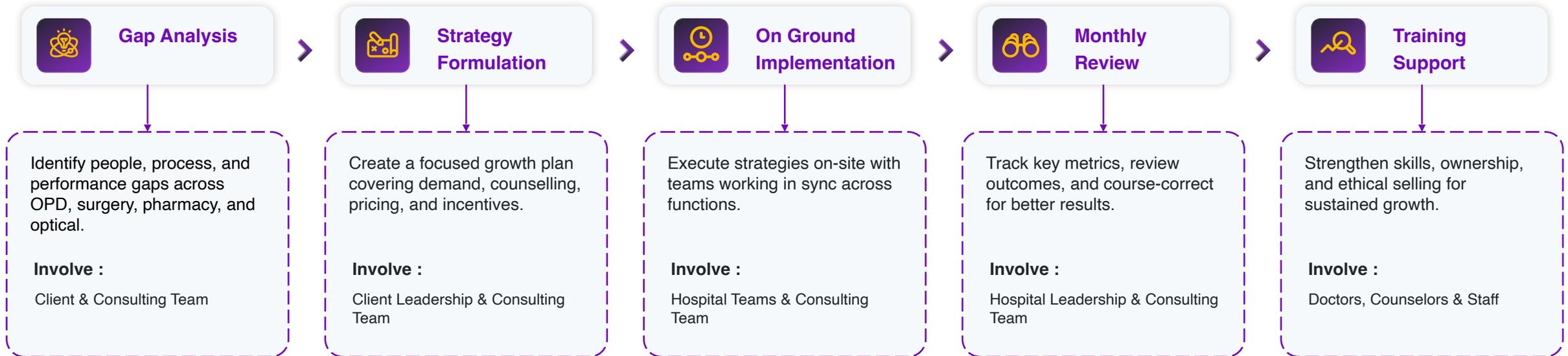


**Business Promotion**



**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



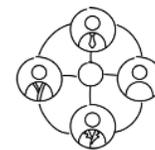
Enhance clinical and product knowledge



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**



**Operations Team**



**Patient feedback loop system integration**



**Service recovery trainings**

**Handholding of patients across the entire patient journey**



# 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

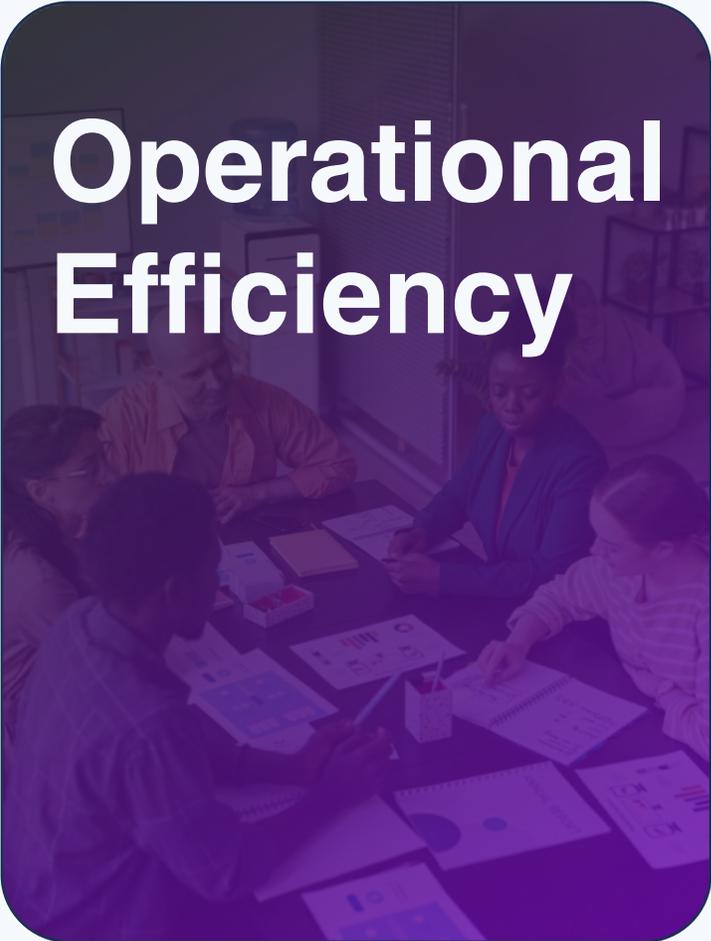
03

**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)

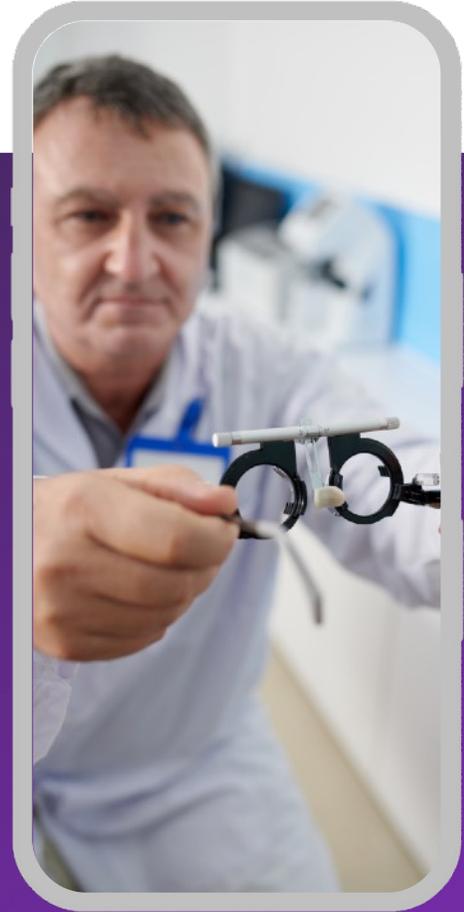
**Challenge:** Optical sales contributing only 1% of total revenue

### 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

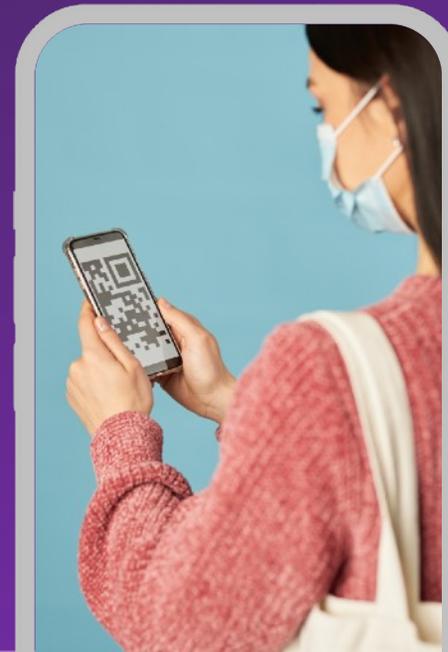
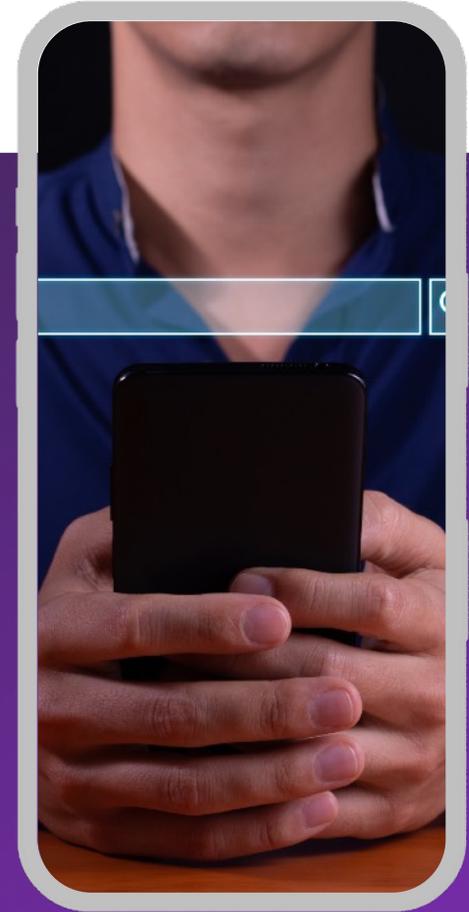
**Challenge:** Only 3,300 Google reviews

### 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

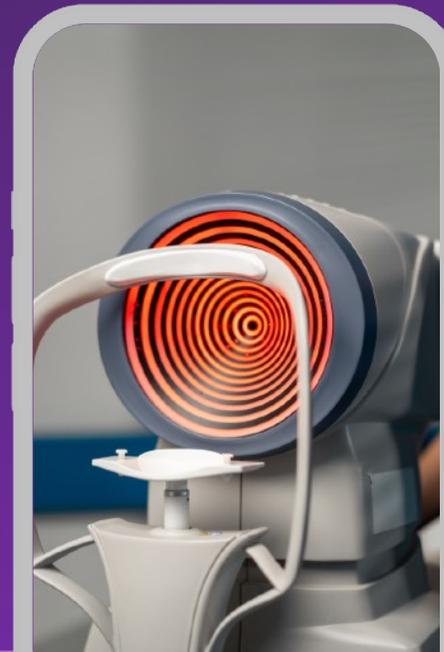
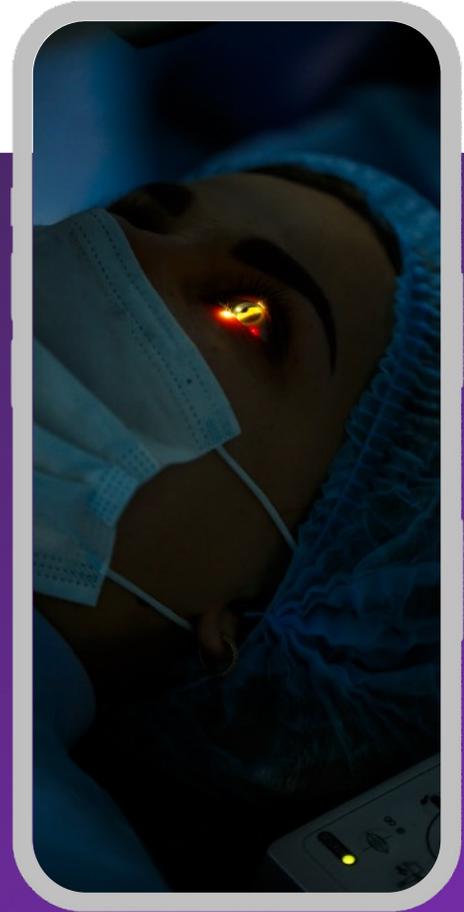
**Challenge:** Only 18–20 LASIK cases per month

### 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

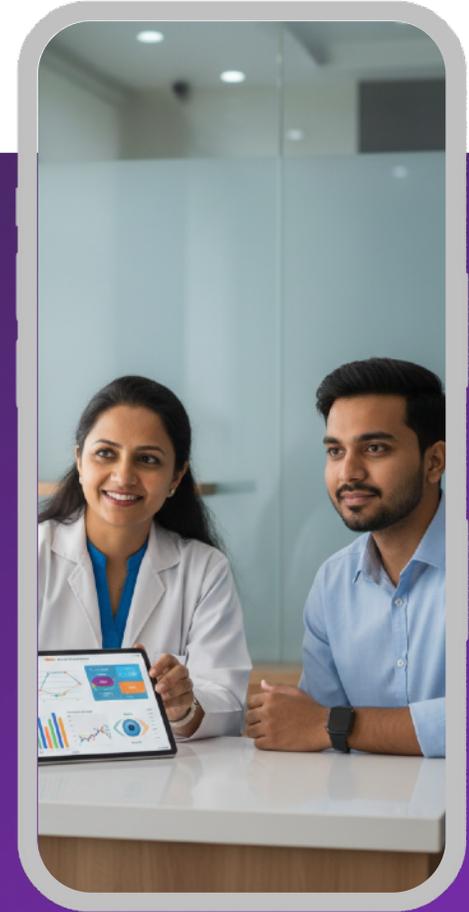
**Challenge:** Peak LASIK volume capped at 58 cases per month

### 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

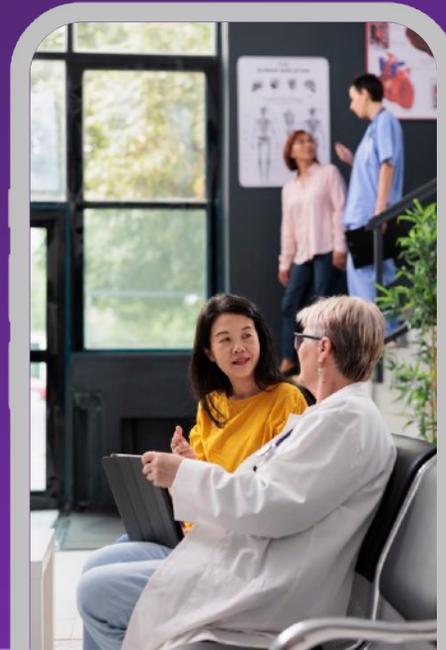
**Challenge:** Surgical-advanced patients spent **2.5 hours** in process

### 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

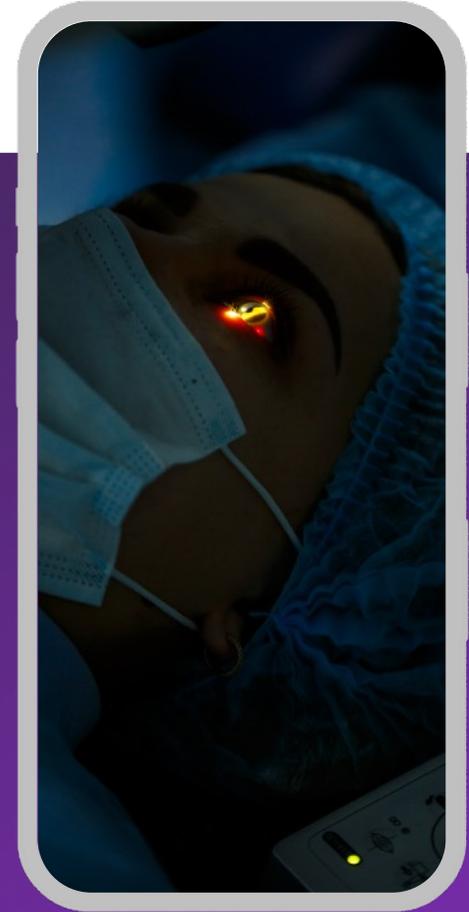
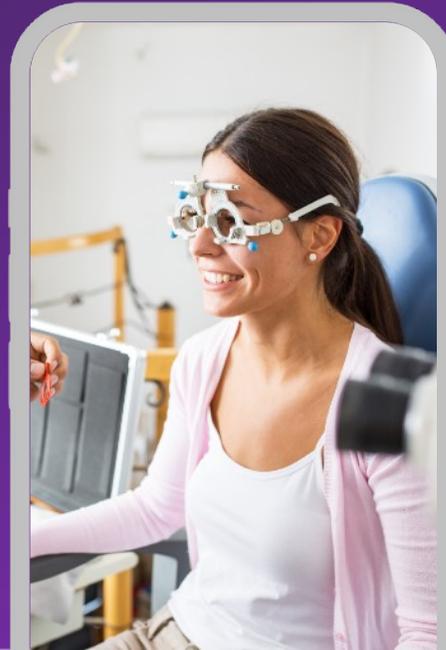
**Challenge:** LASIK growth plateaued at 10%

### 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

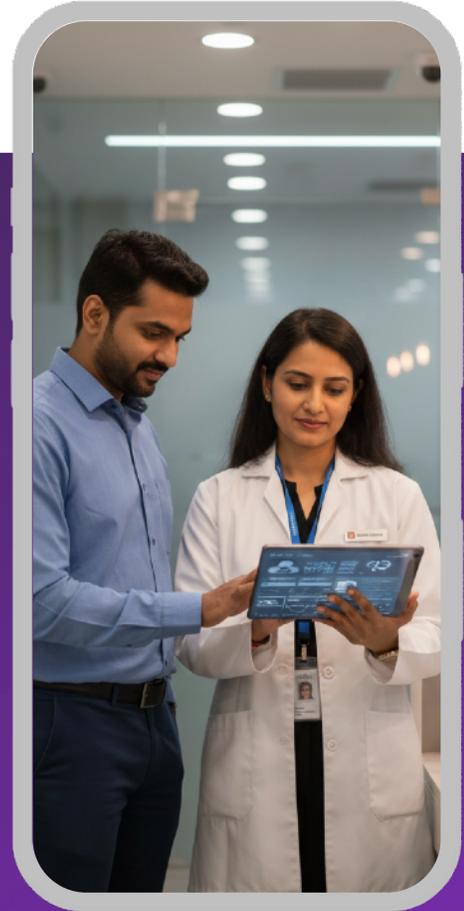
Challenge: FEMTO surgeries stuck at 10/month

### 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

### Challenge

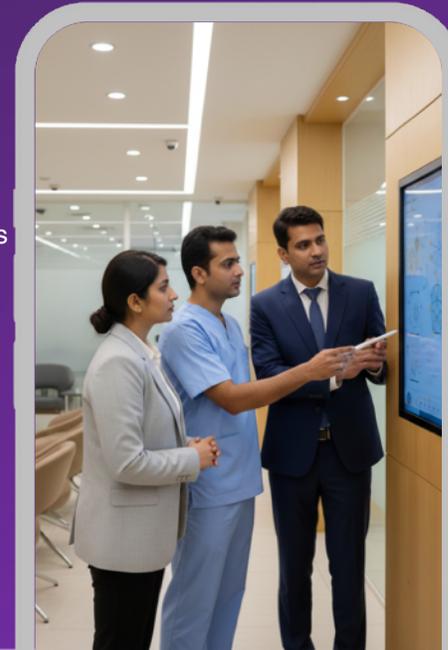
- Revenue growth constrained by people and process gaps
- Cataract average ticket value (ATV) stagnant at ₹31,000
- **Need to improve efficiency while enhancing patient-centric outcomes**

### 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



The Poona Blind Men's Association's  
**H.V. Desai Eye Hospital**  
EYE CARE INSTITUTE

Pune



Punjab



Gurugram, Haryana



Bilaspur, Chhattisgarh



Maharashtra



# Clients Who Trust Us



Noida, Uttar Pradesh



Mumbai, Maharashtra



Delhi



LJ Eye Institute

Ambala, Haryana



Super Speciality Eye Hospital

Rohtak, Haryana



Centre for Premium Eye Surgery

Patiala, Punjab



Dr. Manpreet's  
GLOBAL EYE HOSPITAL

Patiala, Punjab



CARE IS CULTURE  
MULTI SPECIALITY HOSPITAL

+91 92 50 91 33 63 +91 80 10 00 82 82

Delhi



Sriganganagar, Rajasthan



Pitampura, Delhi



CARE | CURE | CORRECTIONS

Gurugram, Haryana



Chennai, Tamil Nadu



Ludhiana, Punjab



Restoring Vision, Renewing Lives

Patel Nagar, Delhi



# Clients Who Trust Us



Delhi



Gurugram



Uttar Pradesh



Bhatinda



Gurugram



Gurugram



Ghanttigarh



Punjab



Kolhapur



Delhi



Indore, Madhya Pradesh



Delhi



Karnal, Haryana



Jalandhar, Punjab



New Delhi, Delhi



Agra, Uttar Pradesh



Maharashtra

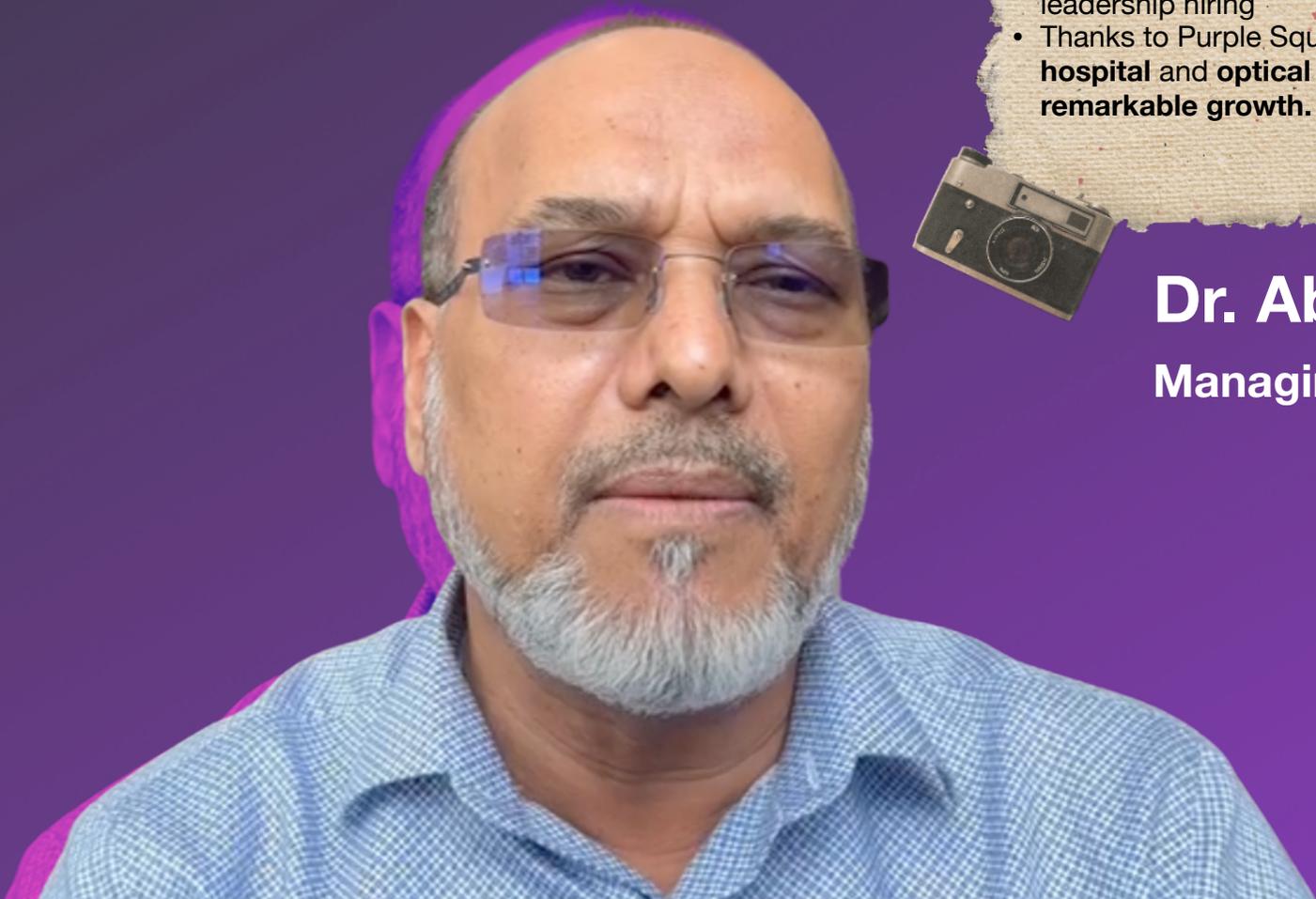


- Our surgical conversion rate improved from **30% to 50%** within three months after engaging Purple Squirrel.
- **Purple Squirrel Strategists transformed** our operations — from **Counseling** and **Call centre** performance to clinical governance and leadership hiring
- Thanks to Purple Squirrel Strategists,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



## Mr Lý Minh Hiếu

Head of Opticals, 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.



# THANK YOU

***From Insight to Impact***

*Invite us to assess, align, and accelerate your growth*

## Contact Us



[prashant@purplesquirrelstrategists.com](mailto:prashant@purplesquirrelstrategists.com)



[www.purplesquirrelstrategists.com](http://www.purplesquirrelstrategists.com)



+91-98100-50603