

Designing a Model to Increase Eye Donations in an Indian Hospital

- ➔ **Client Objective:** A major Indian hospital wanted a new model to increase its total number of eye collections.
- ➔ **IMRAC's Process Map:** Analyzed the current eye donation model, identified its loopholes, collaborated with various hospitals, government organizations and corporates to design a new model that ultimately led to a 50% increase in the total number of eye donations.

