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.

Gained an understanding on the current eye donation model and identified major loopholes & challenges.



Identified successful eye donation models in India and abroad and developed a workable model for the hospital. We also suggested them the concept of grief counselors as a mode to increase eye donations.

24 weeks



Collaborated with the client to implement the model and analyzed its performance for six months after implementation.



The new model and concept of grief counselors enabled the hospital to increase eye donations by 50% over the six month period.