

Clinical and Administrative aspects of Eye Care **Seminar by** **TwinTech Academy @ Tex Valley, ERODE on 15.09.2017**

The seminar on '**Optometry Practices and Management**' was organized by TwinTech Academy Business Management Solutions, a leading healthcare Training and Management institution based at Chennai in collaboration with Global Institutions, a reputed academic institution based at Erode on 15th September 2017.



This high level seminar was inaugurated by Mr P Periya Swamy - Chairman of Tex Valley & Lotus Group of Companies. Mr S Rajagopalan – Managing Director of Agarwals Eye Hospitals, Mr A Sundara Murugesan – Director Vasan Eye Care, Dr D Sasikumar, Academic Director of Global Institutions, Dr D Chandrasekar, Consultant Ophthalmologist, Aravind Eye Care System and TwinTech Academy Managing Director Shri A Mahalingam - Director for Strategy - Prof R Ramakrishnan and Dr Anuja R Singh, Head – Optometry programs – Sankara Nethralaya Academy were also present at the seminar.

This seminar threw new light on critical areas by the experts such as

- Effective Refraction in Optometry Practices & Art of prescribing glasses by Mrs Pongothai Senthil Kumar, BSc in Opto, M Optom., President - Elite School of Optometry Alumni Association, Chennai.,(ESOAA) & Optometric Association of Tamil Nanbargal (OATN.).
- Diagnostics in Optometry Practices by Mrs V.Kiran Kumari, BSc in Optometry(BITS) ,M Phil in Optometry (BITS), EDHM (LIBA),.Head -

Clinic Sunayana Laser Vision Center Pvt Ltd, Chennai.,Formerly at Sankara Nethralaya, Chennai.

Retinoscopy Simplified – hands on Training by Dr D Chandrasekhar, D.O, M. S., Medical Consultant, Aravind Eye Hospital, Coimbatore.

- Troubleshooting Optical Complaints by Mr M Sathish Kumar, MSc Optom, FBDO.,Senior Lecturer – The Sankara Nethralaya Academy, Chennai.
- Trends in Dispensing (Spectacle Lenses) by Mrs Ananthalakshmi N, B.Opt, PG. Dip.in HRM.,AGM – Education & Professional Services, Essilor India Pvt.Ltd.
- Introduction to Refractive Procedures – LASIK by BSc, BSOA (BITS), PG DOM, Dip.in T&D (ISTD), EDHM (LIBA), M B A (HM).,Managing Director – TwinTech Academy Business Management.,Formerly at Sankara Nethralaya as Manager Refractive Surgery Wing & Deputy Registrar – The Sankara Nethralaya Academy, Chennai.
- Challenges in developing & supporting emerging optometry educations by Dr Anuja R Singh, B.Optom, M Phil & Ph. D.,HOD - Optometry Programs in The Sankara Nethralaya Academy.,Program Director for the International FBDO, UK.
- Entrepreneurship – Optometry (Management Perspective) by Prof R Ramakrishnan, MBA.,Director – Strategy , TwinTech Academy Business Management, Chennai.
- Panel Discussion on Emerging Trends in Optometry and Ophthalmic Dispensing – Moderated by Dr Anuja R Singh, The Sankara Nethralaya Academy, Chennai.

The objective of the seminar is to impart knowledge and hands on skills to opticians, optometrists, ophthalmologists, paramedics and volunteers engaged in dispensing vision care, coupled with management, entrepreneurial and leadership skills needed in starting an optometry institution or to successfully start and operate an eye care facility.

Congratulatory Messages received from the following renowned experts were read out in the seminar.

September 11, 2017

CONFERENCE MESSAGE



Dear Shri A Mahalingam,

Thank you very much for your kind letter on your National Seminar on "**Optometry Practices & Management**" at Erode. Unfortunately I am unable to join you on 15th September, 2017 due to my prior commitments.

I wish the national seminar a great success and convey my warm felicitations to the Organizers and to all participating delegates.

With warm personal regards,

PROF M S SWAMINATHAN

Founder Chairman and Chief Mentor

UNESCO Chair in Ecotechnology

M S Swaminathan Research Foundation

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Chennai - 600 113

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To

29.08.2017

Mr.A.Mahalingam
Twin Tech Academy Business Management Solutions
Chennai

Dear Sir,

I am very happy to know that the Global Institutions , Paramedical College- Erode in association with Twin Tech Academy is organizing a National seminar on Optometry Practices and management. The common causes of visual impairment in India is due to Cataract , Childhood blindness, Uncorrected refractive errors ,Glaucoma , Age related macular degeneration etc. About 80 % of blindness in India is due to Cataract and Uncorrected Refractive errors. Through Vision 2020 and NPCB Programme various successful eye care activities have been implemented . Not only the financial resource mobilization plays a major role in implementing the Programme , the most crucial area seems to be in finding out the ways and means of developing the human resources armed with appropriate skills with quality to match the large volume of population who need eye care in each identified area.

I wish to congratulate you and your team for organizing this seminar in a very important and much needed service in Optometry . I understand that the seminar aims in imparting and enhancing the knowledge and skills in optometry and Ophthalmic dispensing including research .

My Best Wishes for the success of the Seminar.

Dr.P.Namperumalsamy
Chairman Emeritus
Aravind Eye Care System



ARAVIND EYE CARE SYSTEM



Padmashree Prof. Dr. S. Natarajan

Vice President, All India Ophthalmological Society

President, Sankara Nethralaya Alumni, Chennai

Chairman & Managing Director of Aditya Jyot Eye Hospital. Pvt. Ltd.

Message

Optometry is a promising career for young professionals. Optometrists are independent primary health care providers and represent the front line of vision health and play an important role in early detection and treatment of preventable blindness. In 2005, A.C. Nielsen Company reveals rapidly expanding demand for all types of silicone hydrogel contact lenses, stimulated by continuing new product introductions, according to CIBA Vision reports. For the bi-monthly reporting period ending in February 2005, audited U.S. retail sales of silicone hydrogel lenses increased by 161% over the same period the previous year, driving total soft contact lens sales up 12%. Silicone hydrogels accounted for 19.4% of soft lens retail sales, compared to just 8.3% in January/February 2004. This shows that adoption of Silicone Hydrogel Lenses is accelerating. [1]

Visual impairment is recognized as a public health problem worldwide and has devastating effect on the quality of life of individuals. According to World Health Organization, 285 million people are visually impaired, with 90% of this population living in developing countries.

Globally the major causes of visual impairment are:

- o Uncorrected refractive errors
- o Unoperated cataract
- o Undiagnosed glaucoma

Among these, uncorrected refractive error remains a major cause of avoidable vision impairment and the second most common cause of blindness in India. Reduced vision due to uncorrected refractive error is a major public health problem in urban school-aged children in India. Therefore, some cost-effective approaches are required to eradicate this cause of vision impairment, which can be easily treated. [2]

It has been reported that majority of persons with visual impairment could be encouraged to be self-dependent and to perform the activities of daily living simply by the provision of the requisite spectacles or other optical aid.

Four-year trained optometrists are able to perform comprehensive examination of both the internal and external structures of the eye, carry out subjective and objective tests to evaluate patients' vision, analyse the test findings, and establish a diagnosis.

Role of optometrists

They play an important role in clinical practice while working with Ophthalmologists

They document history, perform clinical refraction, orthoptic workup, evaluate basic binocular vision and measure intraocular pressure using the tonometer and finally advise the patients for dilatation. They facilitate accurate documentation of the entire procedure.

Optometrists evaluate patients requiring a regular eye check-up by refraction and prescribe glasses. Fellowship trained Optometrists dispense contact lenses.

They do visual rehabilitation by providing vision therapy and low-vision aids.

They handle diagnostic equipments automated perimeter, pentacam, iol master, topograph, ultrasound biomicroscope, electrophysiological instruments (VEP). They give binocular vision exercises, handle synaptophore.

They play a very important role in community outreach programmes, they do school vision screening, various camps, mobile eye surgical unit.

I wish delegates and organizers (TwinTech Academy Business Management, Chennai and Global Institutions Erode) for grand success of the event.

References:

1. Industry News. Optometry and Vision Science June 2005, 82 (6): Page 444.
2. Murthy GV, Gupta SK, Ellwein LB, Muñoz SR, Pokharel GP, Sanga L, Bachani D. Refractive error in children in an urban population in New Delhi. Invest Ophthalmol Vis Sci. 2002 Mar;43(3):623-31.

Prof. Dr. S. Natarajan,

M.B.B.S., D.O., F.R.V.S., M.A.B.M.S., M.O.R.C.E., F.A.B.M.S., F.A.I.C.O., FICO(Hons.), D.Sc(Honoris Causa)

(Awarded The Padma Shri by the President of India in the year 2013)

Chairman and Managing Director - Aditya Jyot Eye Hospital Pvt. Ltd. (Since 1990)

President, International Society of Ocular Trauma & President, Asia-Pacific Ophthalmic Trauma Society

President, Ocular Trauma Society of India & President, Sankara Nethralaya Alumni, Madras

Vice President, All India Ophthalmological Society & Secretary General, Asian eye Genetics Consortium

Managing Trustee, Aditya Jyot Foundation For Twinkling Little Eyes(Not For Profit NGO)

Prof. of Ophthalmology, Maharashtra University of Health Sciences &

National Board of Examination, New Delhi

Assistant Professor – Department of Ophthalmology, Saveetha University, Chennai.

Visiting Consultant, LTMGH (Sion Hospital) & Nagpada Police Hospital, Mumbai



INDIAN SOCIETY FOR TRAINING & DEVELOPMENT

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29 August 2017

CONFERENCE MESSAGE



I am pleased to learn that the TwinTech Academy & Global Institutions at Erode is organizing the National Seminar on OPTOMETRY PRACTICES & MANAGEMENT on 15th September 2017 at Erode.

Blindness and visual impairment have been on rise in India and across the globe. We need to update knowledge and to enhance the skills to address various eye disorders and visual impairment. Optometrists should keep pace with the changing global scenario. Optometric education should plan for the present and work on the modalities to enhance the quality of its students. Ophthalmologist and Optometrician should join hands to address the rising eye disorders and blindness.

I am confident that TwinTech Academy Business Management Solutions & Global Institutions would provide a platform to share the experience and expertise and would pave for adopting novel techniques in treating blindness and vision impairment.

I convey my warm felicitations to the organizers and all the participating delegates and speakers for this optometry seminar.

Dr R KARTHIKEYAN, Ph. D
NATIONAL PRESIDENT
INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT, NEW DELHI

Addressed to:
Shri A Mahalingam
Organizing Secretary
TwinTech Academy Business Management Solutions
No 27, Taylors Road, Kilpauk, Chennai – 600 010



Dr T S Surendran, MBBS, DO, MS, , FRCS, M Phil
Vice Chairman – Sankara Nethralaya, Chennai
Director - Paediatric Ophthalmology department, Sankara Nethralaya
President of Strabismological Society of India

August 21, 2017

Conference Message:

It is a proud moment for all eye care practitioners that a national seminar on Optometry Practices and Management is being organized for first time in such a magnitude in Erode.

To uplift the standards in Optometry practice, it is important that we invest in the upliftment of the standards of Optometry education and also faculty development in Optometry education, which has become increasingly important more so in the present day context of the changing scenario.

This appears to be the perfect time to reflect, review and assess our existing teaching methodologies and make it at par to international standards. The ultimate goal is of creating a world class Optometry graduate competent to serve the community. Furthermore, with the expansion in the number of Optometry colleges in the state, it becomes imperative that the quality of Optometry education be maintained and the scientific methodologies of teaching and learning be percolated to one and all.

I strongly feel that this seminar on Optometry Practices and Management organized by TwinTech Academy Business Management & Global Institutions Erode would be a suitable platform for achieving this goal as all Optometry professionals, educators, researchers in the field are coming together to improve individual knowledge and skills in order to sensitize, equip and empower Optometry.

Dr T S Surendran

Prof K Ramnarayan, MBBS, MD (Pathology), PG Dip. in Higher Education
Vice President - Faculty Development and Alumni Relations



August 22, 2017
VP/Recm Ltrs/2017

A Mahalingam
Managing Director
Twintech Academy Business Management Solutions Pvt.Ltd.
City Office, Center for Medical Genetics
27 Taylors Road, Kilpauk,
Chennai - 600 010

Dear Mr Mahalingam,

I am delighted that you are organizing the National Seminar on Optometry Practices and Management. Let me first congratulate you and compliment you for the initiative you have taken to design and deliver such a pragmatic and timely seminar. Providing several opportunities for learning through symposia and workshops coupled with opportunities to interact and network with experts in the field will enhance the competence and confidence of the professionals who participate in these activities. From the awareness that you create by such events, you promote understanding on many crucial areas in Optometry – areas which a professional may not get exposed in a conventional setting. Your effort is truly laudable.

Let me wish the seminar every success and also wish the participants varied learning opportunities and rewarding experiences.

Dr. K. Ramnarayan
Vice President - Faculty Development & Alumni Relations

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September 7, 2017

CONFERENCE MESSAGE



Welcome to all delegates attending the TwinTech Academy Business Management and Global Institution's seminar on Optometry Practices and Management on 15th September 2017.

I hope you will find the topics useful and practical. This is a valuable event and is an opportunity not to be missed.

I wish to congratulate Mr A Mahalingam for his effort putting together this prestige event and hopefully it benefits the community and upholds the standard of Eye care Practitioners. Thank you and do enjoy the seminar! All the best Mahali and hope to see you soon.

DR HALIZA ABDUL MUTALIB

B Optom(Hons), UKM, MSc, Ph D(UMIST, U.K)
Head and Professor – Dept of Optometry & Contact Lens
Consultant / Faculty Allied Health Sciences
UNIVERSITI KEBANGSAAN MALAYSIA (UKM)
Kuala Lumpur, Malaysia.

வாழ்த்து செய்தி



மு. வீராசாமி

தேசியக் கண் மருத்துவச் சங்கத்தின் தேசிய ஒருங்கிணைப்பாளர், மதுரை

பார்வை இழப்பைத் தடுப்பதில்

விழி ஒளி பரிசோதகர்கள், கண்மருத்துவ உதவியாளர்களின் பங்கு

இந்தியா பல விஷயங்களில் முன்னோடியாகவும் முதலாவதாகவும் இருக்கிறது. பார்வை இழப்புத் தடுப்பு விஷயத்திலும் அப்படித்தான். கண்புரை அறுவை சிகிச்சையில் கூட இந்தியாவை முன்னோடியாக சொல்லலாம்.

அறுவை சிகிச்சையின் தந்தை என போற்றப்படும், நம் பண்டைய ஆயுர்வேத மருத்துவரான சுஸ்ருதா தனது 'சுஸ்ருதா சம்ஹிதாவில்' கண்புரைக்கான அறுவைச்சிகிச்சை குறித்து பதிவு செய்திருக்கிறார். அறுவைக்குப் பயன்படுத்திய கருவிகள் குறித்தும், 'கௌவுச்சிங்' செய்யும் முறை பற்றியும், பயன்படுத்திய மருந்துகள் குறித்தும் விரிவாகத் தெரிவித்துள்ளார்.

அந்தக் காலத்தில் நம் முன்னோருக்கு இருந்த மருத்துவ அறிவுத்திறனைக் கண்டு ஆச்சரியப்படாமல் இருக்க முடியவில்லை.

ஆரம்ப நிலை கண்பராமரிப்பிலும் (Primary Eye Care) இந்தியா பிற நாடுகளுக்கு வழிகாட்டியாக இன்றளவும் விளங்கிவருவது நமக்கு தெரிந்ததுதான். கண்சிகிச்சைமுகாம் (Eye camp approach) மூலம் கிராமப்புறங்களுக்கும் கண்சிகிச்சை வசதிகளை முதன்முதலில் கொண்டு சேர்த்த பெருமையினையும் நம் நாடே பெருகிறது.

பார்வை இழப்புத் தடுப்புகென்றே நாடு தழுவிய அரசுத் திட்டத்தை துவக்கி வெற்றிகரமாக சிறப்பாக இன்றளவும் செயல்படுத்திவருவதும் பெருமைக்குரிய விஷயம்தான்.

பார்வை இழப்புத்தடுப்பில் முதல்கட்ட நாயகர்கள்- விழி ஒளி ஆய்வாளர்கள் (Optometrist) மற்றும் கண்மருத்துவ உதவியாளர்கள்தாம். (Ophthalmic Assistant)..ஒரு பறவையின் இரண்டு இறக்கைகள் மாதிரி இவர்கள். ஆரம்ப நிலை கண்பாதுகாப்பு காவலர்கள் என்ற இவர்களின் பங்கு தேசிய பார்வை இழப்புத் தடுப்புத் திட்டத்தில் மிக முக்கியமானது. அவசியமானது. தலையாயது.

உயர்தர மருத்துவக் கல்லூரி மருத்துவமனைகள், மாவட்ட தலைநகர மருத்துவமனைகள், கிராமப்புற ஆரம்ப சுகாதார நிலையங்கள் என்று நிலையங்களுக்கு ஏற்றாற்போல் இவர்களுடைய பணிப்பொறுப்பும், பணிப்பங்கீடும் முக்கியத்துவம் வாய்ந்தவை.

நோயாளியின் நோய் சார்ந்த விபரங்கள் சேகரிப்புடன் ஆரம்பநிலை பார்வை பரிசோதனை, கண்நீர் அழுத்தப் பரிசோதனை உள்ளிட்ட இதர விரிவான சோதனைகள் செய்வது , பார்வைக்குறைபாட்டினை அளவிட்டு விரிவான கண் ஆய்வு செய்து தகுந்த கண்கணாடியினை பரிந்துரைத்து நோயாளியை தெளிவாக பார்க்கச் செய்வதும் இவர்களின் குறிப்பிடும்படியான திறன்சார்ந்த பணிகள்.

பெறுதல் :

திரு மகாலிங்கம், ட்வின்டெக் அகாடமி, சென்னை



The seminar had also given valuable insight and solutions in developing & supporting an optometry institution and provided a Management Perspective to optometry profession in terms of cost management and Entrepreneurship skills.

Over 400 delegates from Various Cities / States in combination of Ophthalmologists, Optometrists, Opticians and Optometry students participated and benefitted from this seminar.

The attending delegates received 10 CME Credit points from the Tamil Nadu Dr MGR Medical University.

Leading Neighbourhood Times at Chennai gives prominent coverage to TwinTech Academy Business Management Solution`s National Seminar on Optometry Practices & Management conducted on 15.09.2017 at Erode

ADAMBAKKAM TIMES

3

Clinical and Administrative aspects of Eye Care Seminar Held

The seminar on 'Optometry Practices and Management' was organized by TwinTech Academy Business Management Solutions, the leading healthcare Training and Management institution based at Chennai with the collaboration of Global Institutions, a reputed academic institution based at Erode, in Association with on 15th September 2017.



This high level seminar was inaugurated by Mr P Periya Swamy - Chairman of Tex Valley & Lotus Group of Companies. Mr S Rajagopalan - Managing Director of

Agarwals Eye Hospitals, Consultant Ophthalmologist, Mr A Sundaramurugesan - Director Vasan Eye Care, Dr D Sasikumar, Academic Director of Global Institutions, Dr D Chandrasekar, Director for Strategy Prof

R Ramakrishnan and DrAnuja R Singh, Head Aravind Eye Care System - Optometry programs - SankaraNethralaya Academy were also present at the seminar. The attending delegates

received 10 CME Credit points from the Tamil Nadu Dr MGR Medical University. Over 400 delegates from Various Cities / States in combination

MYLAPORE MAIL

Sept 24 - Sept 30, 2017

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Chandrasekar, Consultant Ophthalmologist, Aravind Eye Care System and TwinTech Academy Managing Director Shri A Mahalingam - Director for Strategy Prof R Ramakrishnan and DrAnuja R Singh, Head - Optometry programs - SankaraNethralaya Academy were also present at the seminar. The attending delegates

received 10 CME Credit points from the Tamil Nadu Dr MGR Medical University. Over 400 delegates from Various Cities / States in combination of Ophthalmologists, Optometrists, Opticians and Optometry students were participated and benefitted from the eminent experts in the respective field.

Leading National Tamil Daily – Daily Thanthi gives prominent coverage to TwinTech Academy Business Management Solution`s National Seminar on Optometry Practices & Management conducted on 15.09.2017 at Erode



Leading National English daily – THE HINDU gives prominent coverage to TwinTech Academy Business Management Solution`s National Seminar on Optometry Practices & Management conducted on 15.09.2017 at Erode



ERODE, SEPTEMBER 25, 2017

Seminar on Optometry Practices, Management

A national-level seminar on 'Optometry Practices and Management' organized by Global Institutions in association with Twin Tech academy Business Management Solutions was conducted here recently.

The objective of the seminar was to provide hands-on training to opticians, optometrists, ophthalmologists, paramedics and volunteers engaged in dispensing vision care. The seminar discussed areas such as effective refraction and art of prescribing glasses, diagnostics in optometry practices.

The seminar also gave valuable insights and solutions in developing and supporting an optometry institution and providing a management perspective to optometry profession in terms of cost management and entrepreneurship skills.

More than 400 students and professionals participated.

<http://www.thehindu.com/todays-paper/tp-national/tp-tamilnadu/seminar-on-optometry-practices-management/article19749932.ece>