

# OPTM 7006: Eye Care Program Management

This nine-week fully online course is an opportunity to develop the skills needed in the management of eye care programs, including program planning, human resources, social marketing, monitoring and evaluation.

## Aim

This course aims to equip eye care professionals with the skills and knowledge needed for the design, planning, implementation, management and evaluation of eye care programs.

## Learning outcomes

On successful completion of this course, participants will be able to:

- ★ Assess the demand for eye care services in the community and apply appropriate social marketing strategies to increase service uptake
- ★ Develop and implement effective disease specific programs in the community to reduce blindness using planning concepts, technologies and tools
- ★ Develop and manage budgets
- ★ Identify and plan for HR needs including recruitment, training and managing teams effectively
- ★ Monitor, evaluate and document specific programs
- ★ Assess and plan for infrastructure and technology needs at different levels of eye care service delivery

## Assessment methods

Course participants are assessed on the basis of online quizzes, contribution to asynchronous online discussions, independent and peer group activities, and presentations.

## Learning and teaching methods

Online teaching methods include Online group discussions, review of lectures and report writing

For further details on fee and program schedule, please contact course convener



## Course convener

Asha Latha Mettla  
Email: [ashalatha@lvpei.org](mailto:ashalatha@lvpei.org)/[ICARETraining@lvpei.org](mailto:ICARETraining@lvpei.org)  
LV Prasad Eye Institute  
Hyderabad, India