



## CONFERENCE REPORT

**Ophthall 2018** Practice Development Conference held on 18th and 19th August 2018 at Chennai Trade centre was a one of its kind event in the history of Ophthalmology and was a grand success. This is the first time a two day exclusive conference on Practice Development for Eye Hospitals was conducted in such a grand scale. The aim of the conference was to educate Eye Hospital owners about various practice management issues right from funding to approvals to Succession or exit.

### OPHTHALL 2018 IN FIGURES

**600+**  
Delegates  
*(590 Indian and 11 International)*

**500+**  
Eye Hospitals

**20+**  
Indian States  
Participated

**6**  
Countries *(India, Sri Lanka, Malaysia, Bangladesh, Afghanistan and Denmark)*

**45+**  
Speakers

**35**  
Trade Participants

**8**  
Round Table  
Sessions

**5**  
Panel  
Discussions

**20**  
Topics  
Covered



UNIQUE STAGE DESIGN



600+ DELEGATES



### Conference Venue:

Chennai is the Largest of the South Indian cities and has the best infrastructure. Chennai Trade Centre and Its convention Centre are one of the best Conference and Expo Venues in India- Comparable very much to International Venues. The Conference Halls has a seating capacity of around 1000+ Delegates

## **Uniqueness of Ophthall 2018**

- First Practice Development only conference in India, in any medical field.
- First Ophthalmic conference which was not conducted by Associations or Hospital Groups to have such a phenomenal response.
- First conference to have a equal mix of Ophthalmic and Non Ophthalmic speakers.
- First conference which was done in the same venue of an International Optical fair.
- The Music in the Dark Inaugural Music Event wherein all delegates was blind folded- was well received by the delegates
- Delegates Badges sent online and by Courier to 75% of Delegates.
- Cotton Delegate Bags with Motivational Messages.
- Delegate gifts and speaker mementoes were only books.
- Pure South Indian food served to all Delegates (Most of the delegates were from North India)
- 8 Round tables with Interesting practice-oriented topics conducted and well received by the delegates.

## **Delegate Registration and Kit Bags**

Registration Counters in Ophthall 2018 were almost empty- since 75% of the delegates received their Delegate Badges in advance and in email. Delegates just had to pick up a lanyard and enter the conference venue.



We at Ophthall also did away with the boring delegate computer bags and gave all delegate cotton bags with motivational messages. When Delegates were walking with these bags- everyone could read the messages and get motivated a small innovation from our side which was well appreciated.



TED Talk Like Formats- Not generally seen in Doctor Conferences



Panel Discussions on Interesting Practice Management Issues



Round Table Discussions



Round Table Discussions



**A Culinary Experience:**

Delegates from all over India was exposed to pure south Indian foods- the roti and naans were replaced by Masala Dosas, Chicken Curry Dosa and delicacies from interior parts of Tamilnadu. Food became one of the most loved part of the Ophthall Experience.

**ORGANISER:-**