

Seminar Brochure – Soft Copy



TwinTech Academy
Business Management Solutions Pvt. Ltd
&
Institute of Vision Management, Chennai
is
Organizing
One Day Seminar on
Optometry Entrepreneurship
Management Skills

29th October 2017, Sunday | 08.30 AM to 05:30 PM

Venue :

Indian Society for Training & Development (ISTD)

Chateau D`Ampa, IVth Floor, No. 37, Nelson Manickam Road,
Chennai 600029, Tamil Nadu (Land Mark : Behind Skywalk)



The granting of **10 CME** (Continuing Medical Education) credit points for this Seminar by the Centre for Accreditation, The Tamil Nadu Dr.MGR Medical University, underlines the high status and importance conferred on the event by this prestigious body and would add immense value to the attending delegates including students.

Seminar objectives:

It has been seen that after completing the Optometry Course including Internship, many students choose to start their own business in optometry or join the existing family business in optometry. There are different choices a qualified optometrist can make--manufacturing of optometry products like lenses, distribution/franchising/ dealership or consulting using the skills acquired.

This seminar aims to provide the aspiring entrepreneurs with

- The much needed exposure to the basic parameters involved in Entrepreneurship and the development of business
- An understanding of the different managerial functions required to run a successful business
- Handling challenges and harnessing opportunities in this area
- Growing the enterprise through committed and high quality service without any compromise on ethical standards with Excellence as a watch word.

Targeted Participants:

This seminar will immensely benefit Optometrists, Optometry Students, Interns and all aspiring entrepreneurs in optometry.

Speakers:

The Experts in this field of Management, Healthcare, Optometry and Optical industry will be handling the session ie:

- Mr PR Ravindran, Chartered cum Cost Accountant & Former Chief General Manager, Sankara Nethralaya.
- Mr Dinesh K Shah, Savera Opticians, Chennai.
- Mr Mr Salahuddin , City Opticals, Calicut, Kerala.
- Mr Anand Gosalia, Delta Lens Pvt Ltd.
- Prof R Ramakrishnan, Director –Strategy, TwinTech Academy Business Management, Chennai.
- Mr Muthiah Ramanathan, Director - Mind Dynamics Center, Chennai.
- Mr SSGK Murali, Prof of Healthcare Management /Marketing, Chennai
- Ms Savita, Proprietor and Consultant Optometrist, Eyeful Optometry Clinic, Chennai.
- Mr Sanjay H Mehta, Institute of Vision management and Tower Opticals, Chennai.
- Mr A Mahalingam, Managing Director, TwinTech Academy Business Management, Chennai.

Topics to be covered

- Communication Skills and Networking.
- Entrepreneurship – Optometry (Management Perspective)
- Marketing Plan for Entrepreneurs
- Optometry Competition - a SWOT analysis
- Optometry Own Business
- Customer Base, Creation & Retention in optometry
- Financing - Start up Enterprises
- Panel Discussion – New Trends / Challenges

Delegate Fee Details:

For Optometry Professionals: Rs 1000/- & Optometry Students /
Interns: Rs 750 /-

No of seats only 60

“Registration based on First come – First served basis”

RUSH IN YOUR REGISTRATIONS

Delegate Fee includes: Refreshments, Lunch, and Participation Certificate with CME Credit points from The TN Dr MGR Medical University, Chennai.

Bank details for NEFT Transfer

Beneficiary Name	TwinTech Academy Business Management Solutions Pvt. Ltd.
Account No	50200021479885
Bank Name	HDFC Bank, Pattabhiram Branch
IFSC Code	HDFC0000751

NEFT Transaction and Name, Designation Organization, Mobile number details to be forwarded by eMail as given below.

For Details and Registrations Contact

Mr A.Mahalingam, TwinTech Academy Mobile: 97104 85295 mahali@chennaitwintech.com	Mr Sanjay H Mehta Institute of Vision Management Mobile : 9381031148 indiaivm@gmail.com
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About the Organizing Institutions:

About Institute of Vision Management



Institute of Vision Management (IVM) is based at Chennai has been founded by Mr Sanjay H Mehta , an Optometrist and proprietor, Tower Optics, Chennai with the objective of providing latest knowledge, technology and skills in the area of vision care Management. IVM Programs designed to help build exceptional levels of strategic, high-performance and self-aware Optometric skills. It also focuses on both organizational and personal impact as an optometrist. More details visit:

www.indiaivm.co.in

TwinTech Academy Business Management Solutions Pvt. Ltd., Chennai:



The booming healthcare and its allied sectors have made it a big ticket investment area with many corporate houses and healthcare professionals looking for their share of the market. The entrepreneurial horizon has been witnessing a surge of corporate honchos with enviable track records from some of the best known brands shedding their power and position to chase the dream close to their heart.

TwinTech has a panel of experienced professionals from diverse branches of healthcare and has ambitious plans to provide expertise in various fields like Healthcare Management Services, Corporate/Industrial Health, Healthcare Training and Development, Healthcare Operations, HR/Manpower Consultancy Services, Education/Legal/Career Counseling and Event Management and offering various Healthcare Management and Allied Science Courses by its own and with reputed institution collaborations. More details visit: www.chennaitwintech.com

Seminars / Workshop / CME Conducted for the year 2017 (till date)

- National Seminar on Healthcare Administration
- Role of Information Technology in Healthcare.
- Workshop on Empowering Medical Secretaries.
- Seminar on Healthcare Accreditations.
- Healthcare Business Analysis.
- Seminar on Clinical Governance.
- Effective Communication skills for Healthcare Professionals.
- CME – Update in Clinical Laboratory Technology and Management.
- Seminar on Competency Mapping.
- Seminar on HR Management Services.
- National Seminar on Optometry Practices and Management.
- National Seminar on Bio Medical Waste Management.
- National Seminar on Healthcare Associated Infection – Prevention & Control.



TwinTech Academy

Business Management Solutions Pvt. Ltd

&

Institute of Vision Management, Chennai

SEMINAR ON

OPTOMETRY ENTREPRENEURSHIP MANAGEMENT SKILLS – 29.10.2017

REGISTRATION FORM

Participant Details:

Name:

Designation: Organization:

Address:

City: Pin:

Mobile E-mail:

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Fill the registration form and forward the same to

Mr A Mahalingam, Organizing Secretary by

Mail to mahali@mahali.in or by Speed Post / Courier to : **TwinTech Academy**
Business Management, Center for Medical Genetics Wing, Tamil Nadu
Foundation Building, No 27 Taylors Road, Kilpauk, Chennai – 600 010.

Signature