

International Conference and Expo on

Cataract and Optometrists Meeting

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How to make money from cataracts

Cataract Surgery is carried out successfully across the globe, but many providers and Ophthalmologists still make little money from this 'routine' procedure, individually and for their respective businesses. High volume surgery following strict protocol pathways, with high performing clinician-led teams can however deliver benefits for everyone. Add this to moving cataract surgery into an ambulatory environment and taking out of Secondary Care (UK NHS Hospitals) and understanding every cost to the nth degree and a recipe for success prevails. This presentation will deliver a radical and non-apologetic approach to "making money" whilst still delivering the utmost excellence of care. It doesn't matter where you sit in the pathway, whether an Ophthalmologist, a Directorate Manager for an NHS Head and Neck Unit, a Private Hospital Manager, Private Medical Provider or a Supplier, when things are done right, surplus can be determined from Cataract Procedures and everyone wins. Benchmark targets derived from UK experience will be tabled plus a deep delve into some of the cost myths and perceptions. Actual costs will be detailed versus revenues awarded and you will be asked to consider how much you should really earn from Cataract procedures and why it's time for this to be more equitably shared. This presentation will change forever how you consider your approach to cataract surgery and will 'raise the bar for everyone....".

Biography

Mark Fountain MBA, MSc, BEng (Hons.), has completed his PhD in Lean Transformation and is by background a Chartered Engineer. He is presently the CEO of Healthcare Business Solutions, the UK's leading provider of integrated healthcare solutions for the NHS. He has run hospitals and healthcare businesses in the UK and Middle East. His previous roles include CEO, COO, VP and various Director Roles in blue chip Engineering companies, including Fujitsu and BOC.

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