

## **Session 16.**

### ***Aravind Eye Hospital, Madurai, India (W, March 9).***

#### **Discussion Questions**

1. Dr. Venkataswamy has a vision to cure blindness in India. If the Aravind marketing “formula” could be applied to all hospitals in India, could blindness be cured in a single decade?
2. What is the Aravind marketing “formula?” That is, what does Aravind do with respect to the 4Ps and the 5Cs?
3. Has the formula been transferred successfully to Theni, Tirunelveli, and/or Coimbatore?
4. What actions would you recommend to Dr. Venkataswamy for the next five years?

#### **Case Reading**

The Aravind Eye Hospital, Madurai, India: In Service of Sight (9-595-098)