



JULIE AND SUMMIT SHAH FAMILY INVESTMENT

SAN MARCOS, GUATEMALA VISION CENTER

YEAR TWO REPORT

INVESTMENT OVERVIEW

JULY 1, 2021 THROUGH SEPTEMBER 30, 2022

We are deeply grateful to the Shah Family for its commitment to increasing access to eye care. Your support for the San Marcos Vision Center transforms lives every day.

PROGRAM IMPACT AND RESULTS TO DATE

A total of 1,861 new patients have been seen.

SAN MARCOS VISION CENTER: SERVICES FROM JULY 2021 TO SEPTEMBER 2022

NEW PATIENTS SEEN		REPEAT PATIENTS SEEN		SURGERIES COMPLETED		EYEGLASSES PROVIDED	
FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
1,119	743	322	224	59	50	335	184

Source: Visualiza, January 2023



During the reporting period, the San Marcos Vision Center (VC) became fully staffed, employing members of the San Marcos community. The staff include an optometrist, counselor, receptionist, community eye health worker and optical dispensing agent.

By design, this VC utilizes current technologies and telemedicine for the implementation of care. The integration of telemedicine has enabled the optometrist to enter data directly into a patient’s medical record. The use of the 3Netrha (see photo), a digital non-mydratric fundus camera (does not require dilation) that photographs

the retina and surface area of the cornea, allows the optometrist to identify possible patient pathologies, and virtually seek advice from a distant ophthalmologist.

On the cover: View of San Marcos Vision Center

The Iriun Webcam attached to the vision center’s computer system enables the optometrist to update the patient records in real-time with images by using a smartphone’s camera as a wireless webcam communicating to the PC or Mac. In a scenario where the optometrist detects any ocular illness that requires immediate attention, they can contact the ophthalmologist in charge for a video conference over Zoom.

During the vision center’s first three months of operation, outreach efforts were multi-faceted. Efforts included offering incoming patients free consultations and discounts on lenses and medications. To increase brand awareness within the community, advertising was conducted on the following platforms: local newspapers, ads, digital ads, community radio announcements, flyers and social media.

Those first three months also saw vision center staff establish strategic partnerships with key community leaders and well-known organizations in San Marcos. The partnership with the [Centro de Recursos de Education Inclusiva del Departamento de San Marcos \(CREI\)](#) created screening events in San Miguel Ixtahuacan and San José Caben. [Asociación Ayudamé a Escuchar](#), a locally known association of midwives, also supported the organization’s screening activities. Through these outreach efforts, 350 patients received services, of which 10% were children referred to the surgical center in Quetzaltenango for pediatric procedures.

With the support of Visualiza’s Outreach Team, the VC increased its access to the outlying communities of San Marcos and reached more people with its services. Below is a list of the municipalities and the communities visited during the reporting period.

DISTANCE BETWEEN SAN MARCOS AND OTHER MUNICIPALITIES/COMMUNITY (KM2)

QUARTER VISITED	MUNICIPALITY/COMMUNITY	DISTANCE FROM SAN MARCOS
July to September 2021	Municipality of Tacana (Aldea Champoliap, Aldea Mavil, Agua Tibia communities)	0 Km2
January to March 2022	Comitancillo (communities: Tejutla, San Lorenzo, San Carlos Sija)	11 Km2
January to March 2022	Malacatán (Aldea Sisiltepeque, la Trinidad communities)	46.2 Km2
April to June 2022	San Miguel Ixtahuacan (Chiantla, Sacapulas and Cunen communities)	86 Km2

*Source: Visualiza quarter report from July 2021 to Sept 2022



During the reporting period, Visualiza developed virtual education videos and materials to better educate patients and their families about eye conditions, diagnoses, treatments, and general medical procedures. These visual tools also support the vision center counselor's ability to explain complex eye conditions to patients. The education materials underwent a rigorous multi-step review process, including pilot trials with patients, to ensure their quality. Videos have been completed for the following conditions: Amblyopia, Strabismus, Cataract*, Obstruction of the Tear Duct, Dry Eye, Blepharochalasis, Entropion and Ectropion, SLT Laser Treatment and Progressive and Bifocal Eyeglasses.

* You can access the cataract video [here](#).



PATIENT STORY

JOSE ANIBAL

Jose Anibal is 73 years old and lives with his wife and four sons. For many years, he worked outdoors. He was forced to stop working when his vision became so bad it interfered with his ability to do his job well.

He endured poor vision for years, during which time he lost one of his children. It was a very difficult time for him. His wife did what she could to help by selling food and cleaning houses. A friend of theirs received an operation at Visualiza's clinic and recommended their services to Jose Anibal.



Jose went to San Marcos Vision Center, where he was diagnosed with cataract in both eyes. Due to his financial situation, Visualiza performed the surgery in his right eye for free. As a result of the surgery, his vision improved. During the post-operative visit, Jose told the staff that he felt very grateful and emotionally better because he knew that he would be able to help his wife at home and do his daily activities without any problem.

Looking Ahead

In the next six months, continued focus will be placed on telemedicine services. Video calls will become part of the Visualiza platform during 2023. Additionally, strategic planning, inclusive of key performance indicators (KPIs) for numbers of patients and services, will be developed. The KPIs will aid the staff in planning for the future growth of the VC through evaluating crucial metrics.

We are grateful for the Shah family's investment in this important vision center.