

# Annual Report 2021

Providing access to

**QUALITY** & **AFFORDABLE**

Dental Care in RURAL AREAS



OVERVIEW

FEATURE STORY

IMPACT



Padma Bhushan Sri Dr B V Raju,  
Founder-Chairman,  
Vishnu Educational Society

"His life stood for steadfastness, compassion, discipline, integrity, courage and a strong belief in the goodness of man.."

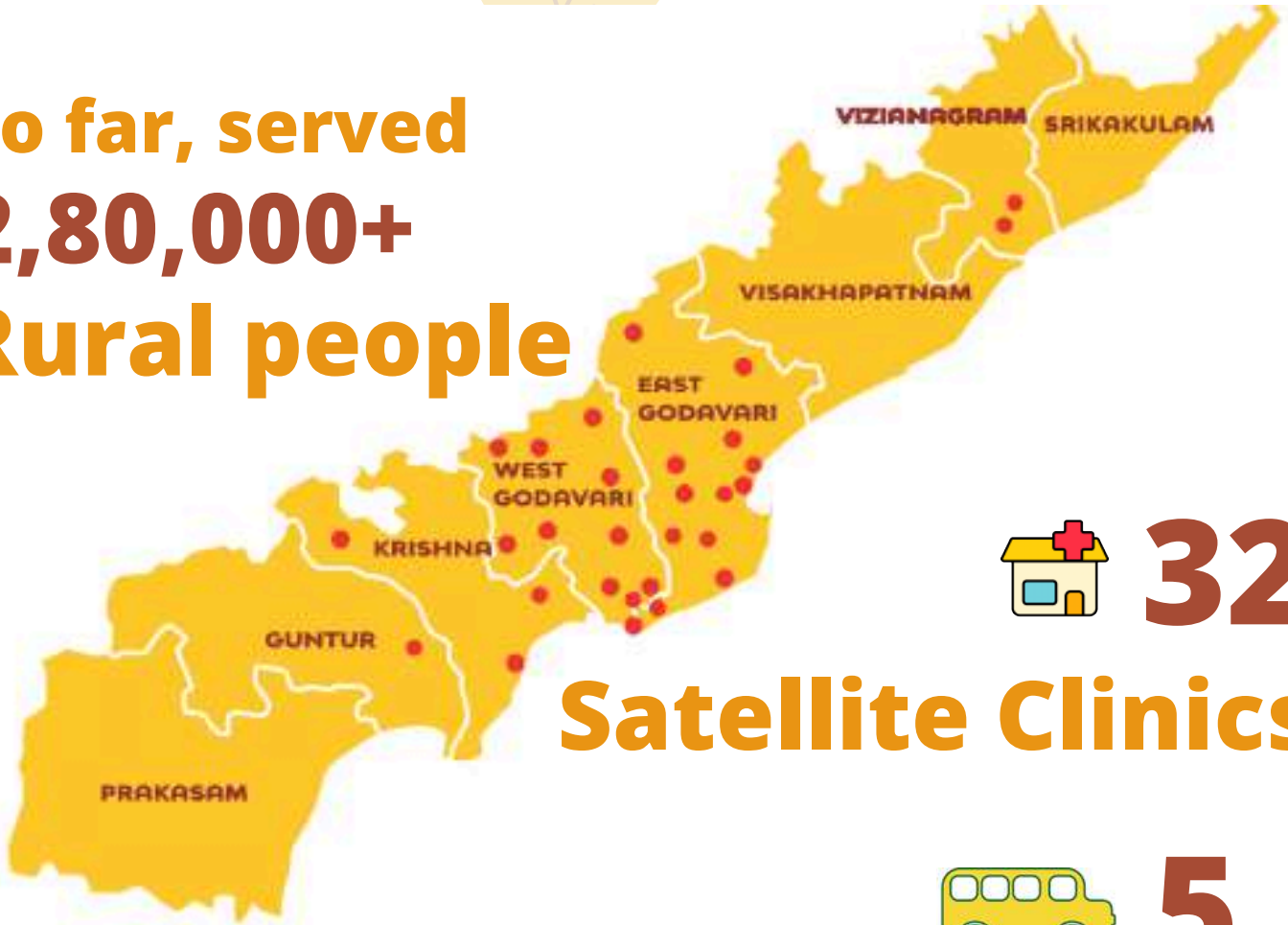
An excerpt from **"The Life and Legacy of Karmayogi"**, biography of Padma Bhushan Dr Bhupatiraju Vissam Raju



Sri K V Vishnu Raju, Industrialist  
Chairman, Vishnu Educational Society

Millions of people in rural areas need quality health care, thousands of young dental graduates need work opportunities. "You are an educational institution. Why you?" asked many. But, "Why not us?" is the real question.

**So far, served  
2,80,000+  
Rural people**



**32**

**Satellite Clinics**



**5**

**Flagship Community Programs**

The first cases of COVID-19 in India were reported on 30 January 2020 and took us through a never-before crisis both economically and socially. Despite lock-down, daily cases peaked by mid-September with over 90,000 cases per-day and dropped to below 15,000 by January 2021 giving a ray of hope. A consistent rise in the service utilization trends was observed in all the rural clinics. This indeed motivated Team VDC to increase the outreach programs, even more, to cater to remote areas with all precautionary measures in place. However, by the end of the first quarter, the situation started going out of control across the globe. This came as an alarm and forced us to rethink the year's plan in the interest of the safety of all the stakeholders.

In dentistry, consistent exposure to body fluids, such as blood and saliva, during treatments is very frequent. Due to this, the oral healthcare sector experienced a peculiar crisis because dental-care workers operate very close to the patient's mouth and are at high risk of contamination. This mandated stringent safety measures and treatment protocols. Based on the experience from the first wave, team VDC strengthened the overall healthcare services with all necessary procedures to ensure optimal safety of both patients and the dental team. Thus, VDC managed to provide continuous low-cost quality care with uncompromising safety even at the height of the pandemic. However, **various unexpected factors posed the next level of challenges.**

**Accessibility amidst Scarcity:** In the public healthcare model, dentists are available at Community Health Centre (CHC) level were also actively engaged in COVID control activities. On the other hand, private dental practitioners already closed practice due to the professional and personal risks. This increased the accessibility gaps even wider. However, as our Rural Satellite Clinics functioned continuously, people with dental care needs to be visited even from places beyond the clinic's catchment area.

**Retaining Compassion:** Lock-down caused an interruption in healthcare for people with non-COVID conditions including dental care. "we were very happy to have support from our rural dentists and supporting staff. They wholeheartedly came forward to provide dental care services to people amidst the panic. However, it wasn't very smooth. We had challenges in sustaining their spirits" says Dr. Ramesh (Public Health Dentist, VDC). Many people who visited our clinics were not open and cooperative to share about their/ their family's medical and travel history fearing they would be denied the urgently needed treatments.

*"A patient was coughing and displayed symptoms of a cold. Still, the patient said 'No' to my questions about symptoms.. Very soon, I realized having a patient triage protocol isn't enough. I figured out that we need out-of-the-box communication strategies to make them feel safe to reveal themselves. That part was very challenging.." said Dr. Kartheek (Clinic-Incharge, Siddhantam Rural Satellite Clinic)*

**Sustaining the services:** The costs of personal protective equipment had skyrocketed. The biggest challenges for dental practitioners are that they need to compensate losses incurred due to the COVID pandemic and also, had to cope with a steep increase in recurring costs. As a result, there was a sharp rise in treatment charges. In this situation, our rural satellite clinics played a very significant role in providing affordable dental care services. During the peak months, all public transportation had come to a halt followed by curfews and time restrictions on public and private transport. Reaching the clinics and being able to commute back homes had been a nightmare for the Rural Dentists. Providing support services such as supplies, consultants had also been very challenging for the team at the Tertiary Care center in Bhimavaram.

Despite all the above-mentioned hiccups, we are proud of the spirit with which the entire field team of rural dentists and supporting staff managed to provide uninterrupted dental care services to the rural population across all our Satellite Clinics





VISION

ORAL HEALTH CARE FOR ALL



MISSION

"Providing access to quality and affordable dental care in Rural areas, by building a strong 3-tier network of Tertiary, Secondary and Primary care"

# IMPACT

## 2021

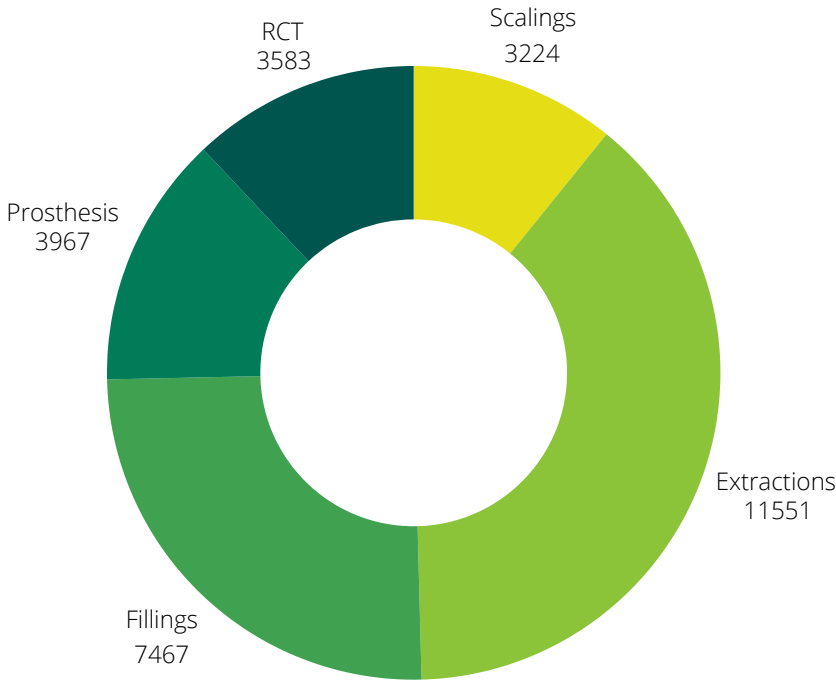
**5** New clinics established

**39,383** Patients served

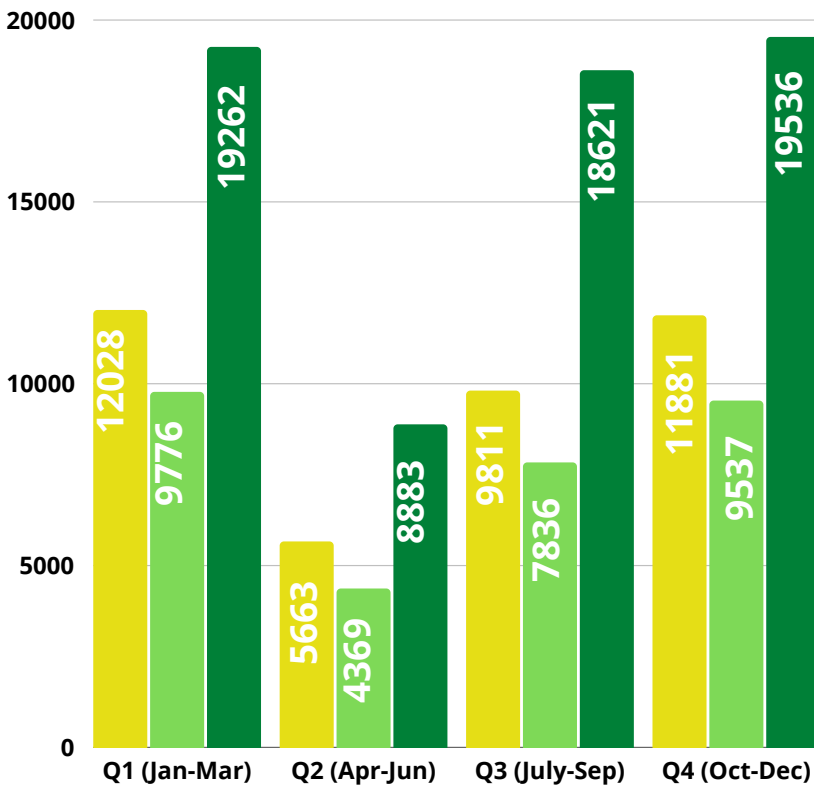
**28** Rural Satellite Clinics

& **2** Semi-urban Clinics

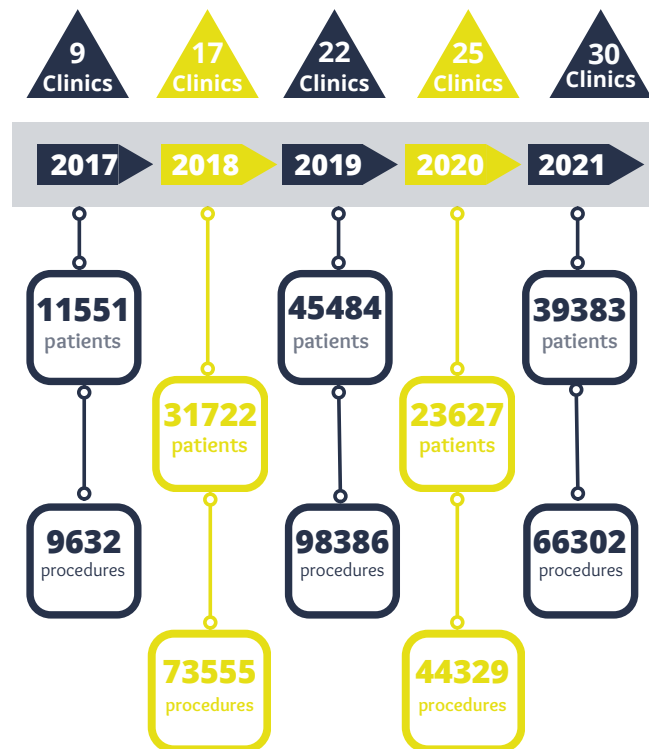
### BY PROCEDURES



### 2021 - QUARTER WISE OP-TREATED-PROCEDURES



### Last 5 years



# SECONDARY CARE

## RURAL & SEMI-URBAN SATELLITE CLINICS

### Kumudavalli

Est Year : 2011

The clinic is located in B V Raju Knowledge Centre, Kumudavalli. It provides dental screening and referral services to children from 25 Government schools who visit BVR Knowledge Centre to access learning labs.

From Dec 2021, the clinic started providing all dental care services to local villagers as well as operating like all other Rural satellite clinics.

### Dirusumarru

Est Year : 2013

The clinic served till 2019 and is brought back to function in 2021 after first COVID wave, served about 385 patients performing 579 procedures. Due to change in demographic indicators, the clinic is proposed to be shifted to neighborhood community in 2022.

### Juvvalapalem

Est Year : 2015

Located in Kalla Mandal, WG District; the clinic is established with support from Sri Vinoda Rajakumar. Since its inception, the clinic served about **8,536 patients performing 12,191 procedures**.

### Alampuram

Est Year : 2016

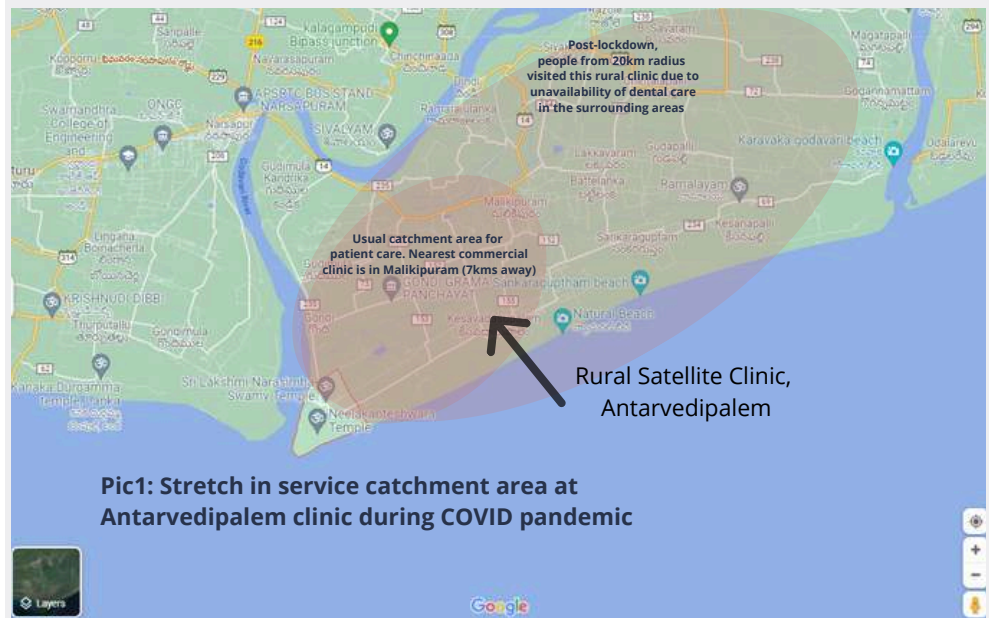
Located in Pentapadu mandal, WG District; the clinic is established with support from Sri Krishnam Raju. Since inception, the clinic served about **14,210 patients performing 21,815 procedures**.

### Rural Satellite Clinic, Antarvedipalem

#### A case study

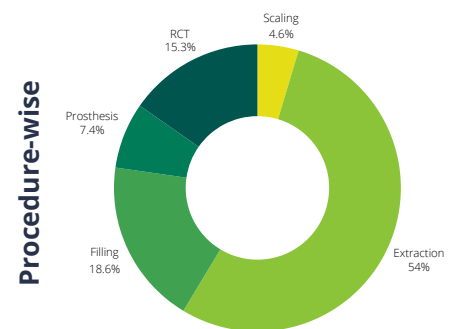
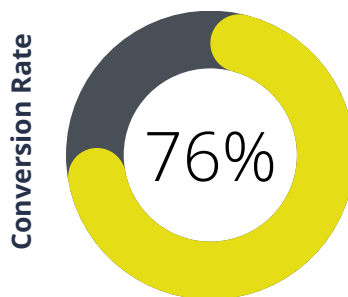
Antarvedipalem is a very remote area where agriculture and fishing is the major livelihood. VDC rural clinics are typically established in large villages with accessibility to about 50000-60000 population from surrounding villages. Antarvedipalem was an exception because it is a small village with poor transportation facilities. Still, considering the critical need and poor economic status of villagers, VDC established a rural clinic in 2018 targeting farming and nearby coastal fishing communities. In the first year, the clinic proved to be resourceful for the villagers. During COVID-19's first wave, when all other private dental care services were closed, people from even farther places started visiting the clinic expanding the service area. The gritty and compassionate team provided uninterrupted services in spite of all the challenges resulting in enhanced goodwill from even farther places.

In 2021, during the second wave, even when the other clinics in nearby towns restarted their operations, the patient flow in Antarvedipalem continued to grow - resulting in an 80% increase in patient flow compared to 2020 and a 52% increase from 2019 pre-COVID days.



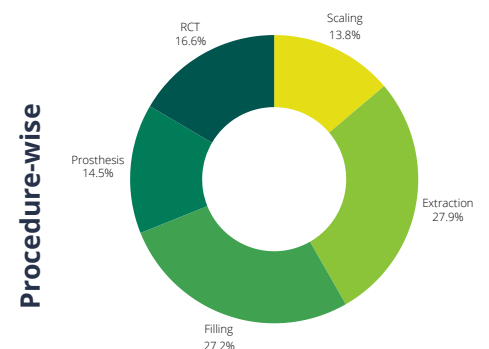
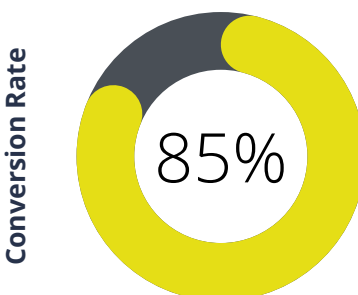
**1648 Patients**

**2663 Procedures**



**2261 Patients**

**3707 Procedures**



## Do you know?

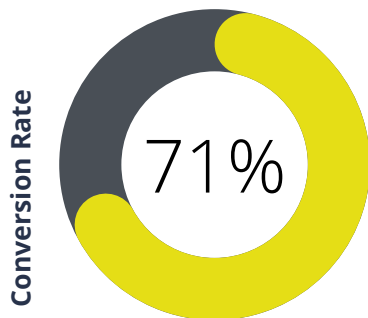
When it comes to oral healthcare, rural areas are an untapped demand. The majority of private practitioners assume rural practice can not sustain itself financially. But, in our experience, we realized a dental practice can not only sustain within no time but also creates a long term social impact - VDC Diaries

### Dwa.Tirumala

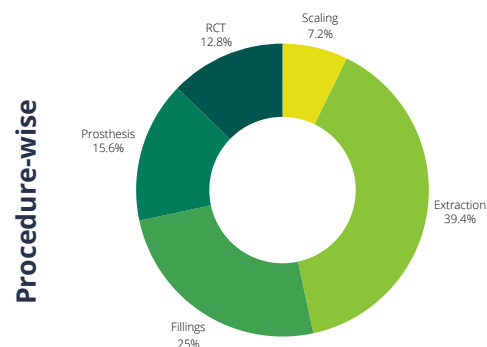
Est Year : 2016

Located in Dwarakatirumala Mandal, WG District; the clinic is established with the noble initiation of Sri SV Sudhakar Rao. Since its inception, the clinic served a total of **14,291 patients performing 24,667 procedures.**

**2608 Patients**



**4006 Procedures**

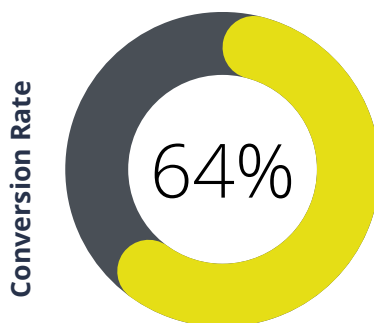


### Munganda

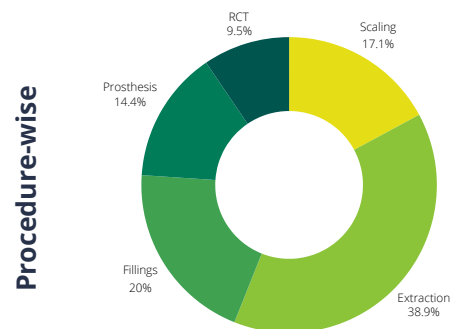
Est Year : 2016

Located in P Gannavaram Mandal, EG District, the clinic is established in collaboration with noble healthcare initiatives driven by Sri Dr. Nageswara Rao. Since its inception, the clinic has served about **7,821 patients performing 12,793 procedures.**

**1567 Patients**



**2198 Procedures**

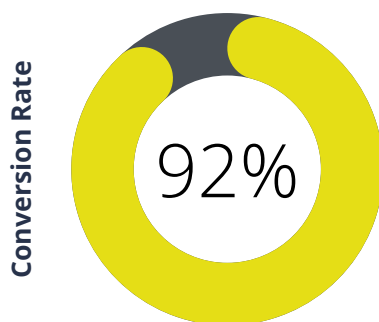


### Penumantra

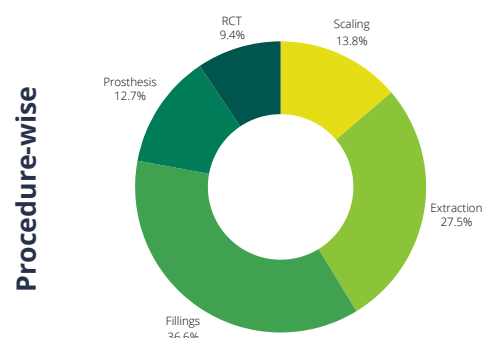
Est Year : 2017

Located in Penumantra Mandal, WG District, the clinic is established with generous support from Sri Datla Sudhakar Raju. Since its inception, the clinic has served **10,275 patients performing 21,847 procedures.**

**2191 Patients**



**3758 Procedures**

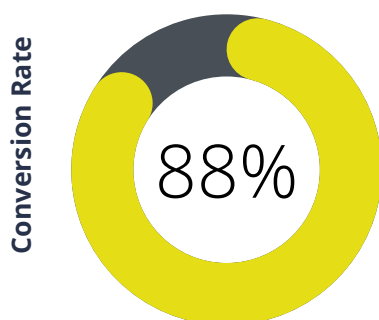


### Kalidindi

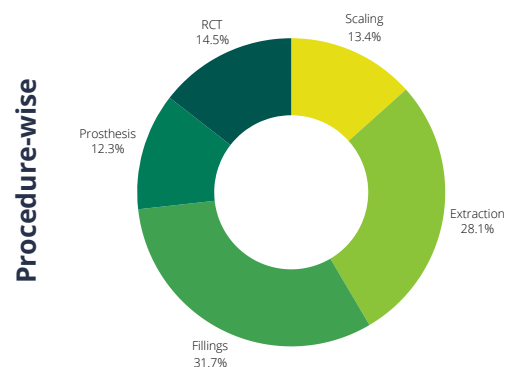
Est Year : 2017

Located in Kalidindi Mandal, Krishna District. Since its inception, the clinic has served **5419 patients performing 12615 procedures.**

**878 Patients**



**1641 Procedures**



## Do you know?

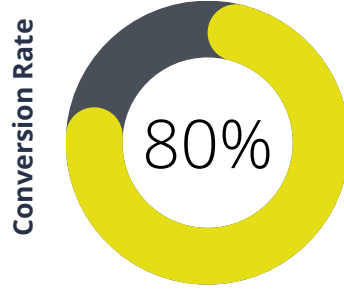
Increasing the number of doctors in rural areas can help solve one of India's crucial health disparity challenges. But that is not enough. Doctors shall be mentored to be critical stakeholders. (Global Health Now; 2021)

### Katrenikona

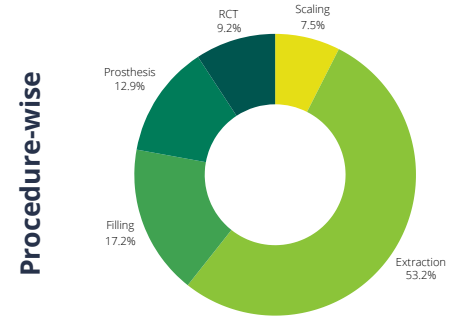
Est Year : 2017

Located in Katrenikona, E.G District. Since its inception, the clinic has served **11,856 patients performing 21,497 procedures.**

**2579** Patients



**3721** Procedures

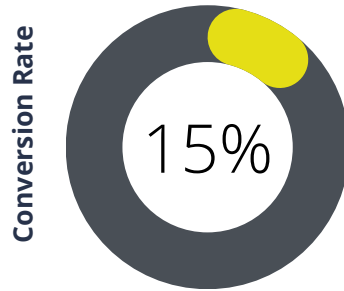


### Atkuru

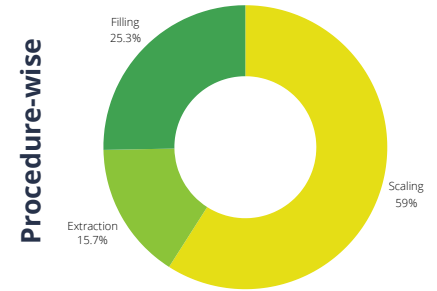
Est Year : 2017

Located at the outskirts of Vijayawada, Krishna District, the clinic is established in collaboration with Swarna Bharat Trust. Since its inception, the clinic has served **4998 patients performing 9492 procedures.**

**522** Patients



**598** Procedures

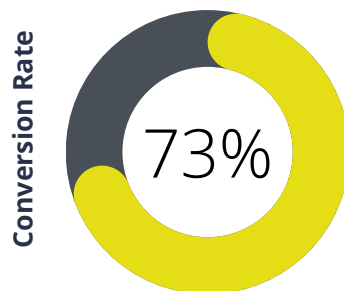


### Atreyapuram

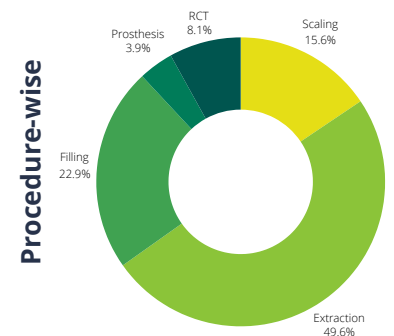
Est Year : 2018

Located in Atreyapuram Mandal, EG District, initiated by Sri Rama Raju the clinic operates in the premises of *Raithu Sahakaara Sangham*. Since its inception, the clinic has served **5,919 patients performing 14,396 procedures.**

**415** Patients



**1087** Procedures

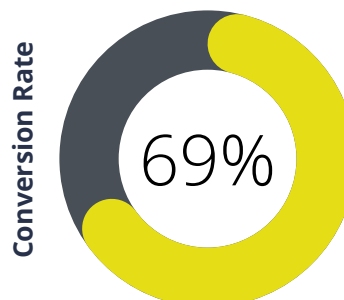


### Yeditha

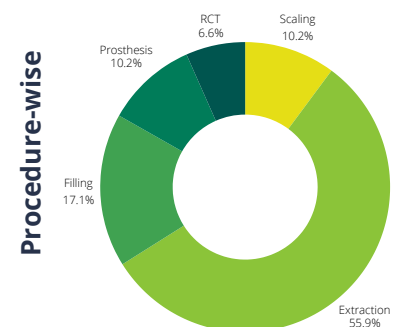
Est Year : 2018

Located in Mandapeta, EG District supported by Sri RSN Raju. Since its inception, the clinic has served about **9,669 patients performing 20,880 procedures.**

**2540** Patients



**4191** Procedures



## Do you know?

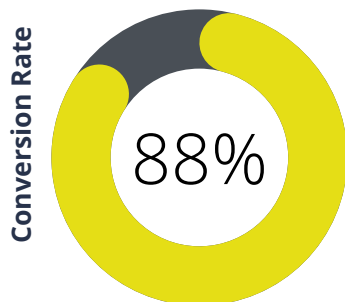
A sustainable practice needs a compassionate doctor, the right processes in place to engage supporting staff, and lean practice management; last but not least, a strong community connect to engage the local change catalysts as stakeholders - VDC Diaries

### Mogalthuru

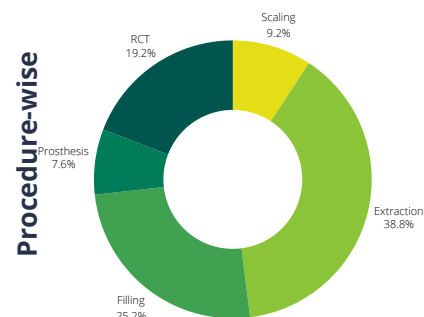
Est Year : 2018

Located in Mogalthuru Mandal, W.G District. Since its inception, the clinic has served about **7,987 patients performing 19,231 procedures.**

**1456 Patients**



**2830 Procedures**

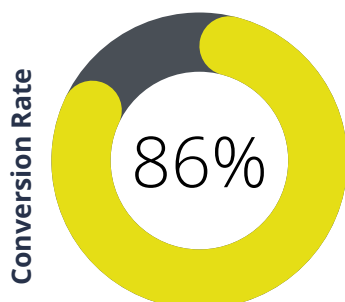


### Muramalla

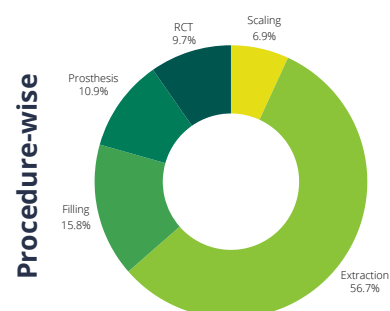
Est Year : 2018

Located in I. Polavaram Mandal, EG District established with support from Sri Datla Subba Raju. Since its inception, the clinic has served about **7,738 patients performing 15,826 procedures.**

**1208 Patients**



**1782 Procedures**

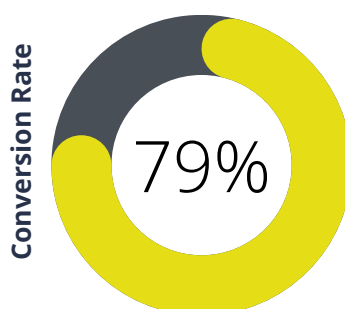


### Tallarevu

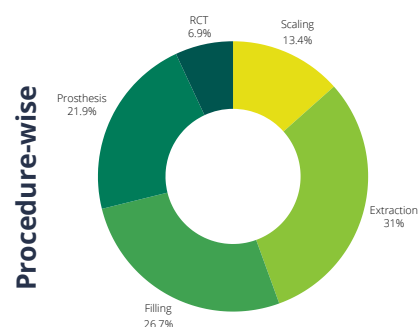
Est Year : 2018

Located in Thallarevu Mandal, EG District. Since its inception, the clinic has served about **3,570 patients performing 7,680 procedures.**

**780 Patients**



**1739 Procedures**

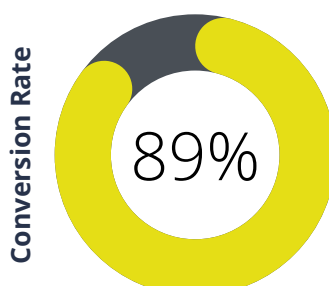


### Antarvedipalem

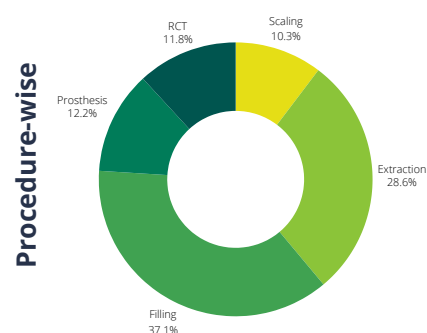
Est Year : 2018

Located in Sakhinetipalli Mandal, E.G District. Since its inception, the clinic has served about **6,244 patients performing 13,951 procedures.**

**2518 Patients**



**4333 Procedures**





## Do you know?

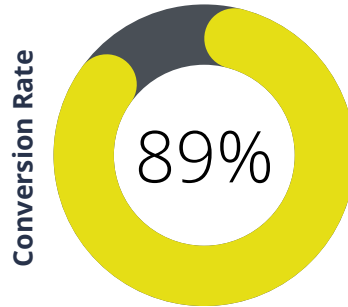
Encouraging rural doctors to take on leadership roles and increasing coordination between rural doctors and community stakeholders such as local public health authorities help them be better decision-makers (Global Health Now; 2021)

### Poduru

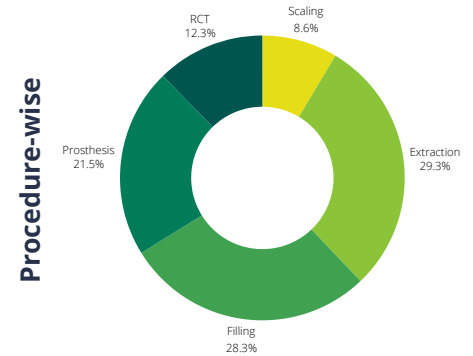
Est Year : 2018

Located in Poduru Mandal, WG District, the clinic was established with a compassionate initiative of Sri Shivaji Raju. Since its inception, the clinic has served about **7,334 patients performing 12,592 procedures.**

**2016 Patients**



**3790 Procedures**

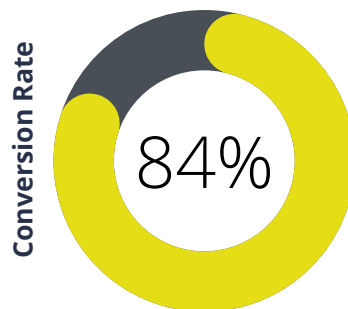


### Allavaram

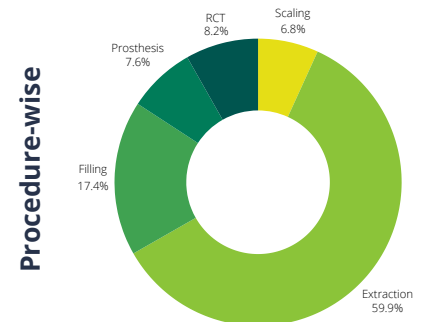
Est Year : 2018

Located in Allavaram Mandal, EG District, the clinic was established with a compassionate initiative of Sri Suribabu. Since its inception, the clinic has served about **7,482 patients performing 15,704 procedures.**

**2816 Patients**



**4376 Procedures**

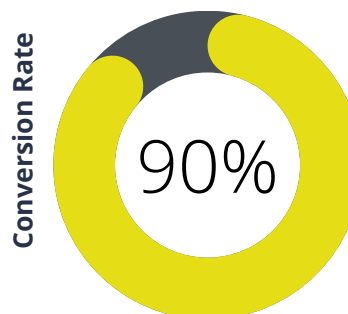


### Siddhantam

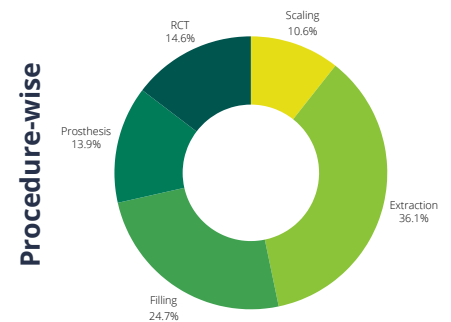
Est Year : 2019

Located in Penugonda Mandal, WG District. Since its inception, the clinic has served about **4,305 patients performing 6,430 procedures.**

**1545 Patients**



**3131 Procedures**

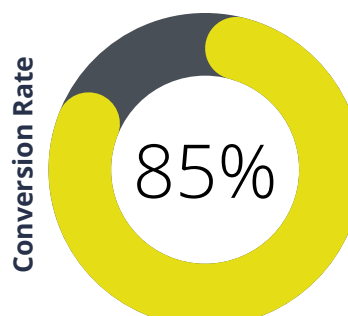


### Mukteswaram

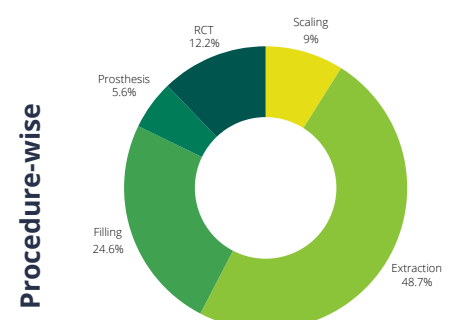
Est Year : 2019

Located in Ainavilli Mandal, EG District. Since its inception, the clinic has served about **4492 patients performing 9024 procedures.**

**1469 Patients**



**2684 Procedures**



## Do you know?

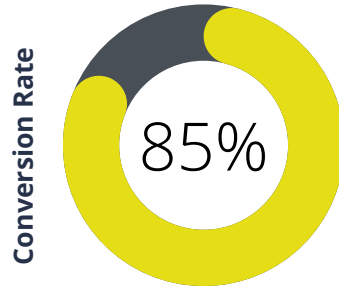
Training and continuous capacity building of the rural dentists is a critical success factor for enhancing service outcomes - VDC Diaries

### Ganapavaram

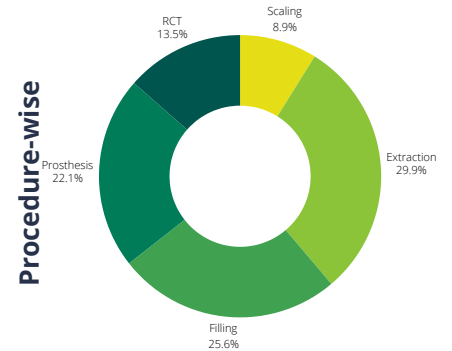
Est Year : 2019

Located in Ganapavaram Mandal, WG District. Since its inception, the clinic has served about **4464 patients performing 7499 procedures.**

**1548 Patients**



**2561 Procedures**

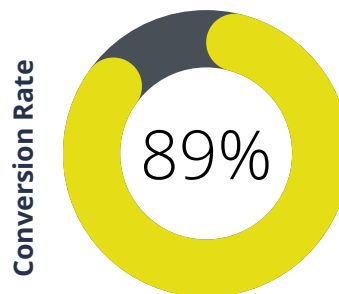


### Namburu

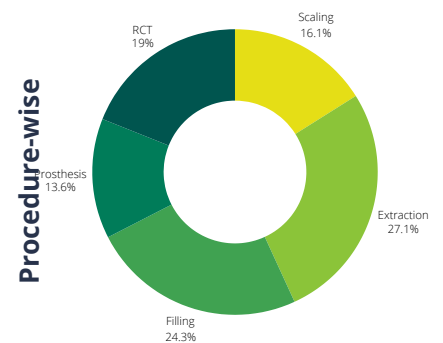
Est Year : 2019

Located in Pedakakani Mandal, Guntur District, the clinic is established as a part of the healthcare initiatives of SHKVPB Trust. Since its inception, the clinic has served about **2382 patients performing 3553 procedures.**

**1208 Patients**



**2091 Procedures**

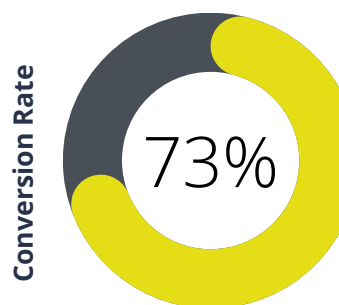


### Gollaprolu

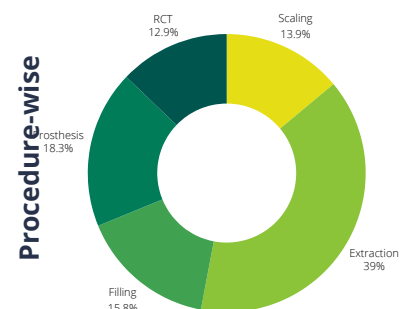
Est Year : 2019

Located in Gollaprolu Mandal, EG District. Since its inception, the clinic has served about **2382 patients performing 3553 procedures.**

**969 Patients**



**1389 Procedures**

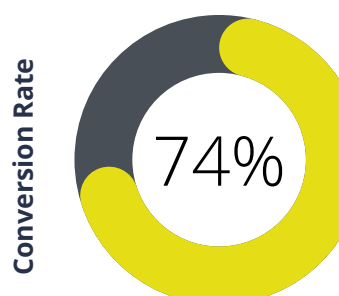


### Nellimarla

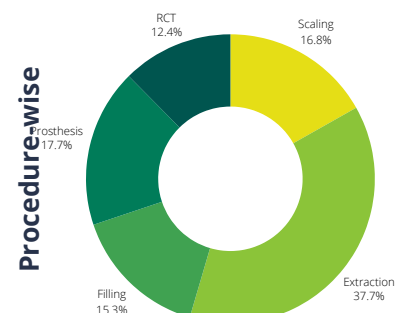
Est Year : 2020

The first rural satellite clinic got established in the Vizianagaram District. Since its inception, the clinic has served about **1201 patients performing 2053 procedures.**

**863 Patients**



**1709 Procedures**



## Do you know?

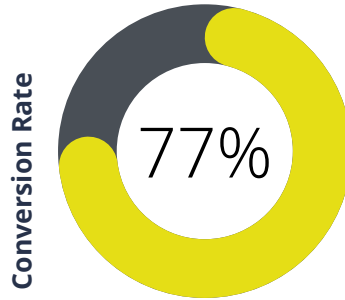
Community Health Centres (CHCs) play a vital role in enhancing oral health. But, due to less availability of instruments, materials, and equipment, they lack in operation in India to provide dental treatment (Oral Healthcare services in India; 2021)

### Garividi

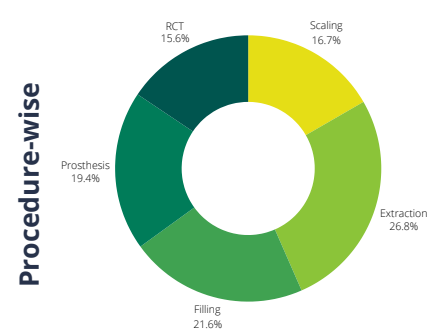
Est Year : 2020

The second rural satellite clinic got established in the Vizianagaram District. Since its inception, the clinic has served about **1087 patients performing 1799 procedures**

**898 Patients**



**1576 Procedures**

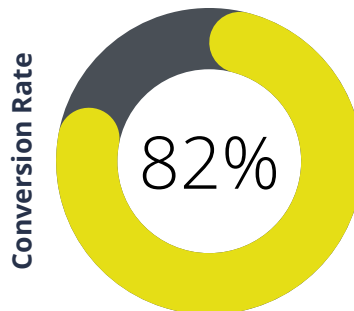


### Narsapur

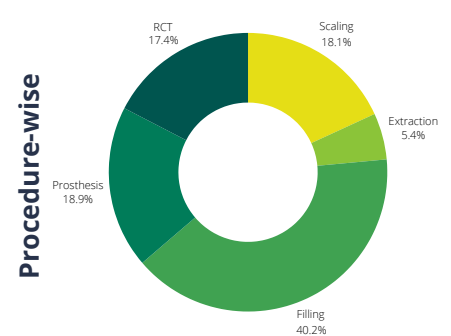
Est Year : 2021

The clinic got established in the first quarter of 2021, on the premises of BVRIT Campus, Narsapur, Telangana. The clinic is an extension to the general clinic serving the students and faculty living on the campus and people from surrounding rural areas.

**412 Patients**



**880 Procedures**

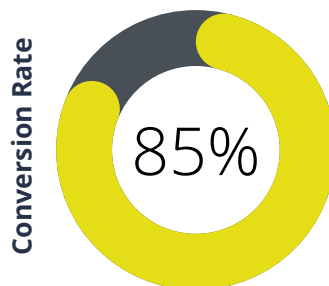


### Undarajavaram

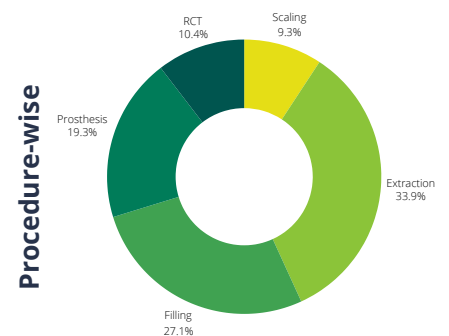
Est Year : 2021

Undarajavaram is a village located in Undarajavaram Mandal. Boudha Dhamma Pettam in the village offered space to our rural clinic. The clinic started services in the first quarter of 2021.

**1558 Patients**



**2345 Procedures**

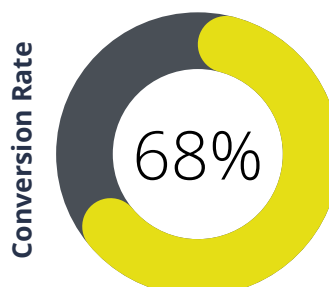


### Medapadu

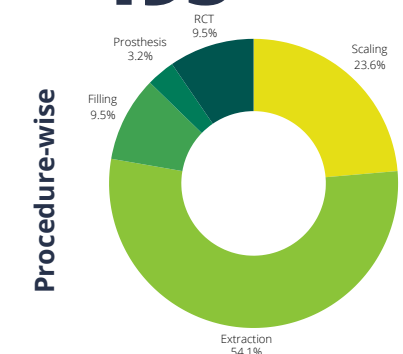
Est Year : 2021

Medapadu is a village in Yelamanchili Mandal of West Godavari Dst. The clinic started services in the last quarter of 2021.

**283 Patients**



**493 Procedures**



**Do you know?**

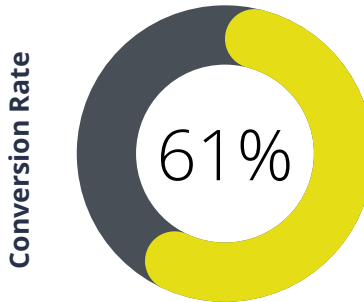
Large scale healthcare organizations in any developing countries like India need a strong synergy between Tertiary, Secondary, and Primary care initiatives to gain a grassroots understanding of the healthcare needs, bridge the disparities and innovate solutions towards providing better access to healthcare - VDC Diaries

Rural satellite clinics fall under secondary care services that function between Tertiary care and Primary care in the overall 3 Tier dental care model. Rural clinics focus on serving the rural population. We noticed patients from the upper-middle class also started visiting rural clinics. Based on this, VDC decided to establish semi-urban clinics in towns. This pilot initiative targets to serve upper-middle-class communities.

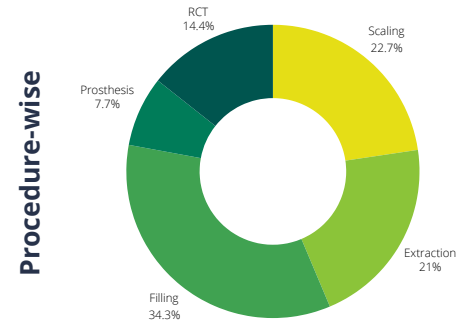
**Malikipuram**  
Est Year : 2021

Malikipuram is large village in Malikipuram Mandal. It is the first semi-urban clinic by VDC and started services in Nov'21.

**312 Patients**



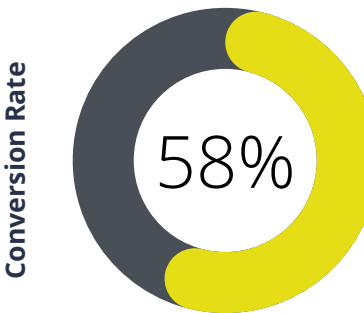
**428 Procedures**



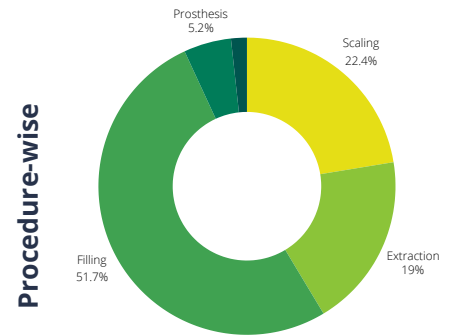
**Kaikaluru**  
Est Year : 2021

Kaikalur is large village in Kaikalur Mandal. It is the second semi-urban clinic by VDC and started services in Nov'21.

**57 Patients**



**154 Procedures**



**Collaborating to LEARN & GROW**

In 2021, VDC got associated with ISB - Experiential Learning Module (ELM). The program aims to engage management students in grassroots problem-solving. A 4 member group of management students from the Indian School of Business (ISB) ideated the project 'Enhancing productivity in Rural Satellite Clinics' and proposed a set of recommendations.

VDC joined as an institutional member in the EHAC consortium in 2020. We interact with peer individual and institutional members to brainstorm solutions for rural healthcare needs. We keep exploring the scope for collaboration.





"I feel so proud when people consider me as their community member. Winning their trust needs time. It's worth every minute. I think patience and compassion are critical for any doctor and rural practice is the best platform to gain and practice those. In 2021, I moved to Rural Satellite Clinic (Muramalla) to gain exposure. I wish I will be able to build community trust very soon.."

Dr Rangaraju is MDS in Oral Pathology @VDC (2017) has been serving at Rural Satellite Clinics from more than 4 years



"I never felt a need for a break from providing patient care. Now I can treat about 12 patients a day effortlessly. However, I still remember my initial days and the continuous guidance I received from the mentors. Over time, I gained confidence in performing complex treatments with efficiency. Now, people visit from far away places with a lot of trust. While treating them, I feel so satisfied and even more responsible.."

Dr Divya (BDS@ VDC 2020) has been serving as Clinic In-charge from 3 years at Antarvedipalem Rural Satellite Clinic

"Choosing to work at Rural Satellite Clinics was not a choice initially. I wanted to take care of my sick grandmother. I was looking for work close to her village. But to my surprise, I realized I got the best opportunity to learn. I treated about 8-10 patients a day and performed more than 150 RCTs mentored by consultant specialists. I knew that was going to help me in the future. Now that I am going to leave to the UK in the first quarter of 2022, I am fully confident of establishing a successful practice there.."

Dr.Kartheek Reddy (BDS @VDC 2019) served as Clinic In-charge at Sidhantam Rural Satellite Clinic leaving for United Kingdom to pursue private practice



## Satellite Clinics' Alumni who had set-up their own practice

"I served in Dwaraka Tirumala clinic for three years and served more than 9000 patients. I was more focused on improving clinical skills all the time. Every single day was super hectic. But, I always knew it was only training to make me a better clinician. I started my clinic three months back very confidently"

Dr Krishna Rao served as Clinic In-charge at Rural Satellite Clinic, Dwaraka Tirumala for 3 years and established his private practice in Jaypore, Koraput District, Odisha in November 2021



"Biggest learning for me is about the importance of Data. I never knew its importance for a successful practice. After starting my clinic close to my village, I took data analysis and weekly reflections very seriously. I keep devising my strategies only based on that. I keep training my supporting staff also.."

Dr Sindhu (MDS Pedodontics @VDC) served at Rural Satellite Clinic, Namburu for 2 years. She established private practice in Guntur



"We have realized our real capabilities only after joining Rural Satellite Clinics. An opportunity to provide consultant services to nearby satellite clinics also helped us improve our work efficiency much quicker. With that confidence, we started private practice in Piduguralla, and today, we are very confident in managing our practice.."

Dr Srilekha (MDS Prosthodontics @VDC) and Dr Chethan (MDS Pedodontics @VDC) joined in Penumantra and Poduru Rural Satellite Clinics respectively. After serving for 1 year, they established their private practice Oct 2021 in Piduguralla



# PRIMARY CARE

## OUTREACH PROGRAMS

The 5 Flagship Primary oral healthcare programs aligned to "Oral Healthcare for all" focusing on different target groups, designed to engage BDS students from all years under the able supervision of faculty to enhance their socio-humanistic skills that contribute to a transformative experience. Due to COVID's second wave, the outreach programs happened for only five months; and were stopped from April to Oct 2021.

### Miles for Smiles

It is a door-to-door awareness program to screen and educate rural households on their oral health status. Since the launch, the program reached out to **87,646 people through 126 camps**.

### Screening and Treatment Camps

The program conducts free dental camps in remote rural and tribal areas, providing screening, treatment, education, and referral services through Mobile Dental Unit. Since the launch, the program reached out to **1,35,561 people through 933 screening and treatment camps**

### Suraksha

Inspired by Auroville Dental Clinic, Pondicherry, the program takes preventive dental care treatments to children right to the doorsteps of their schools. Since the launch, the program reached out to **9379 children saving 14,476 teeth**.

### Pratham

The program aims to educate, enable and empower the frontline healthcare workforce on Oral health care. After a temporary pause due to COVID 19, the program got reinitiated in December 2021. Since the launch, the program reached out to **341 frontline workers through 14 Sessions**.

### Project 100 Smiles

The program intends to provide free dentures to poor support-less senior citizens who lost their teeth. In 2019, the program reached out to **70 beneficiaries**. In 2021, the program was on hold as senior citizens are at high risk of infection amidst COVID.

**300+** STUDENTS & STAFF participants

**15**  
camps

**6866**  
People  
Screened

**16**  
camps

**1894**  
People  
treated

**123**  
Children

**190**  
Tooth  
saved

**3**  
Sessions

**120**  
Health  
Workers



## IMPACT in 2021

**36**

CAMPS

**9003**

PEOPLE BENEFITED





# Suraksha



# Mobile Screening and Treatment Camps



# Project 100 Smiles

*"When a physician is compassionate, patients heal better and faster, and the doctors are happier and less burned out"*

An excerpt from the book: "Compassionomics: The Revolutionary Scientific Evidence That Caring Makes a Difference," by physician-scientist team Stephen Trzeciak and Anthony Mazzarelli,



# Miles for Smiles



# Pratham







# VISHNU DENTAL COMMUNITY OUTREACH

**FOR MORE INFORMATION  
PLEASE VISIT OUR WEBSITE**

**[WWW.VISHNUDENTALCOMMUNITYOUTREACH.ORG](http://WWW.VISHNUDENTALCOMMUNITYOUTREACH.ORG)**



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