



VISHNU
DANTA
CARE

HALF YEARLY REPORT 2024

(Jan - June)



MAKING AFFORDABLE QUALITY
DENTAL CARE
ACCESSIBLE TO RURAL AREAS

The Half Yearly Report showcases the significant strides Vishnu Danta Care, made in rural areas in collaboration with Vishnu Dental College, from January to June 2024 through the unique 3-Tier Dental Care model. The network of rural dental clinics provide patient-centered care and also run primary care programs to improve oral health awareness in the community driven by our dedicated and compassionate team of doctors and support staff.

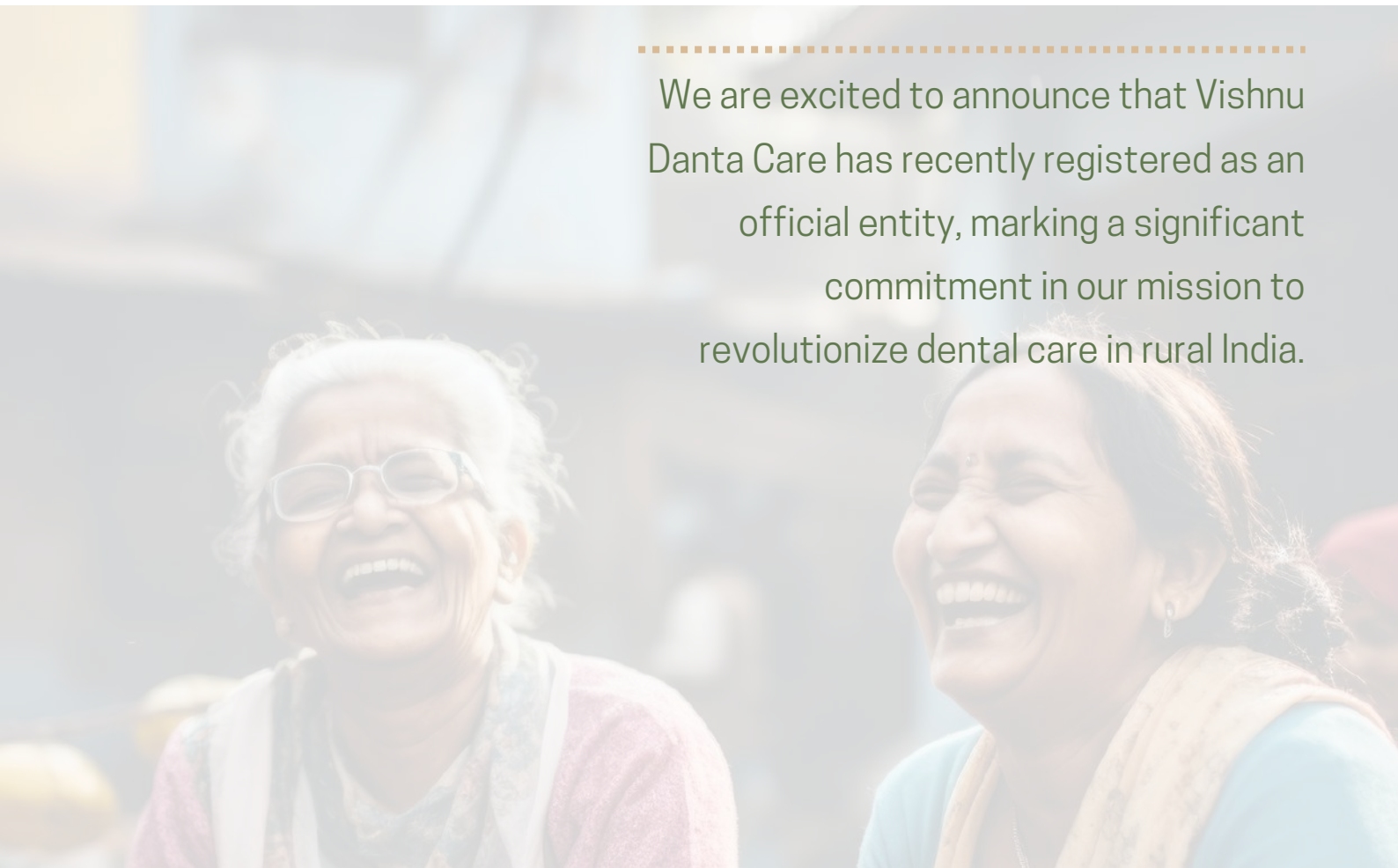
As we embarked on the new year 2024 with boundless energy, our focus continued to be on raising awareness about dental care among rural population and scaling our services. We've made substantial dive into scrutiny of quality and tele-dentistry to ensure our doctors' clinical care standards aren't compromised amidst challenging private practice management responsibilities.

As we take the opportunity of not only treating oral diseases, but also in improving oral healthcare but also raising preventive dental care awareness within rural communities, we are immensely proud of what our doctors have achieved so far and I am confident that we are on track to make an even greater impact by the end of this year.

- ***Core Team***

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We are excited to announce that Vishnu Danta Care has recently registered as an official entity, marking a significant commitment in our mission to revolutionize dental care in rural India.



Our Mission

Making affordable quality dental care accessible to rural population through a self sustainable network of rural dental clinics

Taking Specialist Dental Care to rural Door Steps

A key feature of the project is the deployment of specialists to rural areas. Each region, termed as a Cluster comprises a group of clinics. Specialists are assigned to these group of clinics.

Rural dentists conduct comprehensive diagnoses, address primary dental complaints, and educate patients on the importance of specialty treatments. Specialist visits are scheduled weekly, providing treatments at half to one-third of the cost compared to nearby towns. Our model relies on high volume of patient care for financial sustainability.

“The first-time patients most often visit for Tooth extractions. We start from there, try to educate patients on importance of preventive care. We don’t mind starting from zero, listen to them, their taboos. As we win their trust, they tend to opt for preventive treatments for their family too..”

*Dr Amrutha, Rural Dentist
@Penumantra Rural Clinic*

Empathy driven Patient Centric Care

“I was so scared when I stepped in to the clinic. The way Dr Meghana and Dr Rasagna welcomed with a warm smile., Even when I was pushing their hands away in panic during treatment, they responded as if I am their father, caressing me.. Later, they told me how my tooth got that bad very patiently, shared tips that I could use for my grand children too.. God Bless them...”

**- Mr Satyanarayana
one of our patients
Rural Clinic, Allavaram**



33,000

Patients Served

53,776

Procedures Performed

Fixed Prosthesis
11.5%

Root Canal Treatments
12.2%

Surgical Procedures
36.6%

Restorations
26.5%

Oral Prophylaxis
11.5%

14

2023 Passed outs joined as
Rural Dentists from Jan2024

We are proud that out of 41 Rural Dentists, 30 are alumni of Vishnu Dental College; and 11 dentists hailed from various other dental Colleges in Andhra Pradesh and Telangana. A prevailing challenge is that the majority of general dentists typically want to join MDS program / wanting to go USA/ UK serves lesser than an year due to the admissions calendars.

Dentists join our platform to work in rural settings, gain invaluable clinical exposure and experience private practice management skills. Our model also allows them to shadow visiting specialists, access tele-dentistry services, thus gain confidence to set up private practice in future.

In 2023 Jan, majority of our students proactively joined soon after their BDS was because they are based in villages close to rural clinics. After revising the remuneration structure there is a raise in number of applicants.

A platform for Dento'preneurs

Legacy of Compassion:

Dr Divya's lasting impact on Antarvedipalem Smiles

Dr Divya (BDS, 2015) was one of our longest serving Rural Dentists. She served in Rural Clinic, Antarvedipalem for 5 years and got relieved in the December 2023 with plans to move to Central Asia for career progression. Since the news penetrated in the community in October 2023, the patient flow has gradually fallen from 300 per month to about 180. The currently serving doctors provided equally good quality care, they are indeed equally good in educating patients and treating chief complaints. But, it is not being easy for them to push up the patient volume. What wonders has Dr Divya done?

Apart from hailing from the community, she greets every single patient with a warm smile, listens deeply to the troubles they took to reach clinic and to their stories of tooth pain patiently. After every patient, she steps out to waiting area for few seconds, shares a smile to those waiting patients, any old patients with gestures if they have eaten or not, sharing a gentle apology for having to keep them waiting.

With an intention to reduce the treatment time span for patients, Dr Divya proactively learned and performed lab works for removable prosthesis to cut down number of patient visits. This has led to reduced lab charges per case too. With a keen eye on resources she could maintain the clinic's net revenues to about 55% of the gross revenue where as her peers could achieve 40%-45%. She never hesitated to step up and beyond when duty calls, with her signature smile and a humble note *"Where I am today is all because of the this opportunity. I learned a lot while serving here. So, I feel it's rather my responsibility."*

Inspired by her, the current team of doctors have also been giving their best to win such trust from local community and we wish them best on this endeavor.



Revitalizing Patient's Trust:

Dr Arun's journey at Atreyapuram

Dr. Arun, who graduated with a BDS in 2023 from Vishnu Dental College, initially planned to pursue postgraduate studies. While awaiting counseling and admissions, he joined the Rural Clinic in Atreyapuram.

The clinic, established in February 2018, was highly successful in its early years. However, over time, patient flow gradually declined. Focus group discussions revealed that the community believed the quality of care had diminished. Despite oral health awareness campaigns by frontline health workers, patient walk-ins did not increase. However, when Dr. Arun took charge in January, there was a remarkable and sustained increase in patient flow. Dr. Arun remarked, "Every patient visits with a problem, but with many apprehensions. Most are scared, though they don't express it. I need to make them feel they can totally rely on me. I just focus on that"



"People don't care how much you know until they know how much you care." - Zig Ziglar

Entrepreneurial League

Vishnu Dental College (VDC), our parent organization and Tertiary Care Centre has an in-house Dental Lab. The requirements for Dental Prosthesis are distributed between VDC Dental Lab and 6 external labs. VDC Dental Lab's capacity was limited to metal and non-metal crowns.

With Rural Clinics being established every year, the demand for fixed dental prosthesis increased over the years. Also, as the age of rural clinics grew, the trust factor increased and more patients are motivated for Dental Crowns and Fixed Partial Dentures. Patients from economically weaker sections opt for PFM (porcelain-fused-to-metal) as its cheapest. However, the motto of the project is to provide best quality dental prosthesis (including metal free prosthesis) irrespective of the patient's paying capacity.

Leadership took an aspirational leap to digitize the Dental Lab and acquired Scanners, Milling machine and 3D Printers. The first and foremost impact is that all types of dental crowns and also direct printed orthodontic aligners are done at VDC Dental Lab itself enabling us to be less dependent on external labs.

Need for repeated impressions, unexpected damages or essential remakes are the common problems that increases the number of patient visits and treatment time. Due to digitalization, number of visits needed by patients got reduced. Today, our Rural Clinics are able to provide metal free crowns at much lesser cost compared to urban areas.

Vishnu Danta Care is serving in 10 Districts and spreading the impact wide to Telangana, Karnataka in upcoming months. In this context, the Tertiary Centre's Dental Lab Technician Course takes an interesting role. The course provides qualified youth with Diploma to start their Dental Labs. This would harness self-employment at the Tier 2 towns, ensuring that Dental Lab services are widely available. We hope that alumni of this program will establish dental labs and partner with our rural clinics, thereby promoting rural entrepreneurship

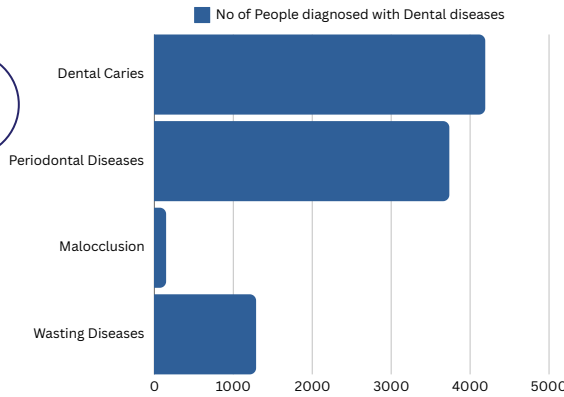
Harnessing Self Employment

Deepening Community Awareness through Primary Care programs



13,894
People Screened

Door to door dental screening and awareness program to educate rural households on Oralhealth. Students inform people about nearest low cost dental care services.



2157
People Treated

776
Treatments done



Free Dental screening and treatment services are performed with the help of a Mobile Dental Unit (a bus equipped with 2 Dental Chairs).

A team of 10-12 Dentists and a Post Graduate Dental Surgeon conducts the camp to screen, treat and educate the people on preventive dental care. The people are informed about the nearest low cost dental care facility



The program aims to educate and empower **frontline healthcare workers** and **local influencers** in the rural areas like teachers, general physicians, NGOs etc., on oral healthcare.



515
Frontline Healthcare workers from 14 Public Health Centers got oriented on Oral Health Care



2603
Children Screened

359
Treatments Done

Aspired to take preventive dental care treatments to children without them having to lose their school day, the program supported 9 Schools with free Screening services followed by free treatment services at the school doorsteps



Growing Markets & Targeting unmet needs

100 BY
Rural Clinics
2035

The growth of the dental care market in India is largely driven by increased awareness among people about dental aids and treatments that enhance personal health and hygiene. India boasts 1,80,000 registered dental graduates, with 80,000 actively practicing dentists. Despite this, 99% of the dental market is private, and over 90% of dentists are concentrated in major cities.

Oral health is crucial as it affects basic human functions such as eating, drinking, swallowing, maintaining nutrition, smiling, and communicating. Poor oral health and untreated diseases can severely impact these functions. The increasing knowledge about dental care and personalized oral care options is significantly contributing to the market's growth.

Government data indicates that more than 90% of adults in India suffer from periodontal disease. India, being one of the largest consumers of tobacco, faces a high incidence of oral cancer, with 75,000 to 80,000 new cases reported annually. Chewing tobacco, commonly sold in small pouches, poses a serious health risk, especially to youth and children. Dental caries is the most prevalent chronic disease among children, affecting over 80% of those under 15 and causing malocclusion in 40%. Economically disadvantaged children are disproportionately affected, experiencing higher rates of dental caries and untreated conditions compared to their affluent peers, and this disparity persists into adolescence. This emphasizes on need for dental care services' penetration to last mile and access to dental care services and dental care products, at an affordable cost.

The rising awareness of oral healthcare in rural areas is expected to boost the demand for oral hygiene products. Valued at \$653 million in 2022, India's dental care market is projected to grow at a compound annual growth rate (CAGR) of 9.40%, reaching \$1,339 million by 2030. The four key objectives of Government i.e., provision of preventive dental healthcare in rural areas, job creation, skill generation (Skill India) and enterprise management (Start-up India) are considered fueling factors for the market growth.

Vishnu Danta Care (VDC) is actively engaged in providing dental healthcare facilities and creating job opportunities. With 40 rural clinics and 5,800 patients visiting every month, 50% of whom are first-time visitors being educated on oral hygiene, VDC is rapidly growing as a rural dental care chain.

The mission began as a humble effort to bridge the rural-urban divide in access to quality dental care. Recognizing the immense need and huge market potential, we believe we can and must do more! The model is time tested for financial sustainability, thus giving us a great advantage in scaling up. We are poised to play a larger role in addressing these disparities and are prepared to take on this challenge.



What initially seemed like an ambitious goal of establishing 100 clinics now appears modest as we set our sights on reaching more states in India capturing the entrepreneurial opportunities.

FOR MORE INFORMATION



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