



Global Sight Initiative Cost Recovery and Marketing Internship SOW

Location: Seva Office

Time Period: 29 May – 17 August (12 weeks); 40 hours/week

BACKGROUND

Seva is a global nonprofit eye care organization that transforms lives and strengthens communities by restoring sight and preventing blindness. We train local eye care providers and develop self-sustaining eye programs around the world. Together we provide critical eye care to underserved communities, especially women, children, and indigenous peoples. Seva has helped nearly 4 million blind people regain their sight in more than 20 countries.

Seva seeks a person with global health and business understanding to complete a cost recovery review and identify strategies eye hospitals can employ to become more financially sustainable. There are three main components to the project:

1. Conduct a brief literature review of financial sustainability, particularly related to eye care, to inform understanding of financial implications of running an eye hospital in low and middle-income countries.
2. Complete an analysis of past cost recovery and marketing projects completed by MBA students with three Seva partners; identify the themes and strategies that run throughout the projects
3. Based on the findings from above, compile a packet of recommendations to be shared externally with Seva partners and develop a basic onboarding plan to introduce the resource to hospitals.

The final project recommendations and communication plan will be presented to Seva's senior staff. The intern will also have the chance to regularly participate in staff meetings and to learn more about the day-to-day operations of Seva.

SCOPE OF WORK

Objective 1: Conduct literature review on hospital sustainability in low and middle-income countries

Review 10-15 articles about cost recovery in healthcare across low and middle-income countries and prepare synopsis of the barriers and opportunities facing healthcare systems.

Timeframe: Weeks 1-3 (week 1 will also focus on orientation to Seva and the work generally)

Deliverable: 2-3 page write-up of findings, plus a list of sources

Objective 2: Analysis of past cost recovery projects

Review three cost recovery and marketing projects completed by teams of MBA students from UC Berkeley's International Business Development group in collaboration with three of Seva's program partners. Interview three hospitals to understand how the recommendations were implemented/will be implemented and their utility.

Timeframe: Weeks 4-7

Deliverables: Outline of common themes and strategies that are found throughout the three projects. The outline is the precursor to Objective 3 deliverable.

Objective 3: Cost recovery and marketing recommendations package

Based on findings from Objective 1 and 2, plus any other expertise brought to the project, compile a resource of recommendations communicated in a compelling and easy to understand format.

Timeframe: Weeks 8-9

Deliverables: Resource package that provides a recommendations and strategies that hospitals can adopt to market their services and increase revenue/cost recovery.

Objective 4: Communication Plan with Potential Hospitals

Develop a basic onboarding plan for how to introduce the resource to interested hospitals

Timeframe: Weeks 10-12

Deliverable: Onboarding plan introducing a hospital to the resource and how to use it

QUALIFICATIONS

- Health Policy MPH student or MBA/MPH student
- Understanding of finances and marketing
- Familiarity with hospital systems and eye care is desired, but not required

PAYMENT & SCHEDULE

Commensurate with experience

APPLICATION PROCESS

Please submit your cover letter and resume to internships@seva.org