

## CURRICULUM VITAE

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SIVA BALAN G

MBA HOSPITAL AND HEALTH SYSTEMS MANAGEMENT

## Career Objective

"I am looking for opportunity to merge my initiative, enthusiasm and a decade of Experience to add value, both to the organization and myself. Always expanding my horizons and developing skills in the field of Hospital and Health Systems Management person to work in a greater dynamic environment, which provides learning and implementing opportunities for my growth."

## Areas of Expertise

- |                                |                        |                          |
|--------------------------------|------------------------|--------------------------|
| ☞ Hospital Management Oncology | ☞ Marketing Management | ☞ Financial Management   |
| ☞ SBU - Patient care           | ☞ Lab &OHC             | ☞ MIS/SAP,HIS, Marketing |
| ☞ Projects Implementation      | ☞ Operations           | ☞ Quality System,        |

## Synopsis

- Expertise in Personnel Management, hospital Marketing branding,
- Handled TPA payers RCM Operations, SBU's like **Oncology, Dental, Eye care, Skin care** and managed with Team of Doctors and Paramedics on a **day-to-day activities of a Hospital as an successful Administrator.**
- Experienced in handling of health centre client's requirement to support their employee's wellness through offsite/onsite health check-up at mega level - SRL Diagnostics as Mega Camp organiser first time in India.
- Handled 360 degree of Hospital functional management of the SBU centre /Region from
  - Cost, Compliance &Control (CCC),
  - Internal Audit, Accounts Profit& Loss
  - EBITA
  - MIS/ SAP,HIS,EHR
  - TAT
  - Operations
- Well Equipped in preparation of reports related to the centre revenue management system, budgeting and fund allocation for the firm smooth Operations along with Statutory Compliance.

## Technical Skills

### Application Packages

MS- Office- 10

Windows 7, 8, 10


Tally, SPSS,SAP and Wipro HIS, Health Object HISImplementation, CLIMS, Charak, Med Mantra,Backbone HIS Implementation.

**Six Sigma Green Belt Certification from IQF** organized by Pathmakeer 360, Chennai during oct 2017.

- ☑ NBQP - CPQIH Professional - Basic &Healthcare Skill Sector Council - CAHO Advanced- NABH Quality Implementor Level ProgramforHospitalsatMeenakshi Mission Hospital , Madurai - Mar 2018. It will support many HCO/SHCO in India organized by NBQP Certified Course awarded by CAHO at Kauvery Hospital Trichy during Sep 2017.
- ☑ CPHIC - Advanced,AHPI - CAHO - Clinical Internal Auditor Training,
- ☑ CAHO Tech 2019 held at Chennai supported as Organising committee for International Quality conference on healthcare Innovation.
- ☑ A pre conference workshop being hosted at vijaya Group attended 200 delegates.
- ☑ NABH POI on NABH Standards held at Chennai Nov 8<sup>th</sup> -10<sup>th</sup> 2019
- ☑ CAHO-CPHQ Preparatory course held at Vijaya Hospital.
- ☑ International Safety in Quality Healthcare Member - ISQUA.
- ☑ Quality Council of India - NBQP Member 2020.
- ☑ Simplilearn and IBM announced a partnership course to bring AI and Data science coursepursuing from 2020.
- ☑ MAHA - Academy of Hospital Administrators Network India - Life time Membership MAHA - 1464.



**Certification Obtained, NABH Knowledge gained from QCI & NABH-CAHO**

	<p><b>Santosh Group of Hospitals, Ghaziabad, Delhi NCR</b>  <b>Oct 2020 to Till date</b>  <b>Designation: Business Consultant- Management Advisory Board.</b>  <b>Bed Strength 700. Handling Business Devt, Corporate Operational Excellence reporting with CMD and Vice Chairman and CEO.</b>  <b>Handling Medical College and Hospital &amp; Dental,AHS and New Projects Expansion, Super Specialties centre in Delhi NCR.</b></p>
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#### **Roles Responsibilities at Santosh:**

1. **Strategy Responsible for providing strategic inputs for the management**
2. **Marketing Responsible for coordinating with marketing team and its management. Direct the team to achieve targets of all units**
3. **quality Responsible for quality monitoring and management**
4. **human resources Responsible for manpower planning and overall HR management**
5. **Finance and accounts Coordinating for revenue management and cost control. Responsible for the P&L**
6. **pharmacy Monitoring the effective stock control and pharmacy management**
7. **biomedical Monitoring and maintaining the biomedical equipment**
8. **Housekeeping Monitoring the cleanliness and neatness of hospital**
9. **Maintenance and engineering Monitoring the energy consumption and maintenance of equipment**
10. **Nursing Monitoring the clinical nursing protocols and management**
11. **Clinical laboratory Monitoring the quality control and reliability of results**
12. **Radiology/cardiology and other clinical areas Maintaining the quality and clinical protocols**
13. **IT Monitoring and maintaining HIS – software control at all units**
14. **Dietary and food department Maintain delivery of quality food to patients and visitors**
15. **Credit control / Insurance Manage the credit control and insurance claims process**
16. **Security Monitoring the security protocols and its management**
17. **Statutory regulations Ensure the statutory regulations of the institution and the other units are in proper**
18. **Front office and Billing Monitoring and maintaining the patient satisfaction MIS Prepare reports based on statistical methods using different methods**
19. **Committee Conduct committee meetings and discussions**
20. **Transport Managing the transport department effectively Clinical team –**
21. **Doctors Supporting all consultants and medical departments related to volume and business promotions**
22. **Medico legal Handling the medico legal issues and solving it.**

**Vijaya Group of Hospitals, Vadapalani, Chennai**

**April 2019 to Sep 2020**

**Designation: Business Consultant**

**Bed Strength 700. Handling Business Devt, Corporate Operational Excellence reporting with CEO and Medical Director.**

**New Projects Expansion Oncology, Cardiology, Eyecare, Innovation at workplace. Medical Tourism IPC Services.**



*Handled International Patient care, Business Development, Branding solutions, Strategy Implementation,*

- **Responsible for new business Development and expanding existing accounts within an established geographic territory as Chennai , TN, AP,KL,KA region.**

- Builds and manages relationships with Doctors network, identifies new business and develops relationships for the purpose of services promotion as assigned Target.
- Handling Team with supervision, performs all sales functions in assigned territory, PSU, TPA, Doctors Relations, Corporate Tie ups for Wellness and Business expansion in IT & ITES companies and Manufacturing Sectors in Chennai region.
- Conducted many regional CME, National, International Symposium for Doctors Promotion.
- SEO Marketing via Facebook, LinkedIn, Twitter, Instagram for effective branding of services.
- TV, Radio FM, Doctors Interview, Marathon for cancer awareness campaign and E -Newsletters services being Implemented on WHO days,
- Annual Marketing Budget preparation, Schedules and performs product demonstrations; manages the sales order/quotation process; provides regular customer and market feedback to company
- IMA, TN ASI, TN Nursing Home Board, Oncology Forum Doctors Connect in South India for Business expansion.

**Clearmedi Healthcare Pvt Ltd**

**Designation:Senior Manager - RM Operations (South)**

**Regional Head -Ashwin Hospital & Guru Hospital**

**Tamil Nadu&ClearMedi Radiant Hospital Mysore**

**Karnataka, Kerala, AP,Telugana, Total Beds Strength 300 .**

**April 2016 to Feb 2019**



*“ClearMedi Healthcare is a joint venture initiative between MedipassS.r.l Italy, KOS S.p.A Italy and Clearview Healthcare India. ClearMedi provides turnkey advanced services of financing, design, development and management of complex medical equipment in outsourcing to hospitals and private/public healthcare facilities”.With pioneering innovative healthcare expertise wish to cater the Indian Healthcare segment with following value proposition:*

- Provide the best medical technologies fitting the customer needs
- Optimize the utilization of the equipment
- Financing solution that allows the adoption of modern technologies

Allow the hospital to focus on its core competencies and core activity of care Ensure

smooth functioning of all healthcare operations in the assigned hospitals.

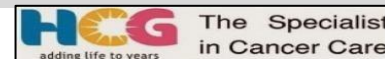
- ☑ Responsible for day to day operations of the centre focusing on customer service, quality, people management and process adherence.
- ☑ Handling the Topline and EBITA revenue of the hospital.
- ☑ Tracking Site performance at Regional level.
- ☑ Focus on patient satisfaction and quality of care and Zero Disallowance rate on Claim Business.
- ☑ Checking of reports daily for Advice Vs Converted / Counselling on Treatment Therapy conversion.
- ☑ Conducting Weekly and Monthly reviews with Counsellors, Floor managers and PCA.
- ☑ Report to be submitted to Top Management.
- ☑ Giving on the Job training to RT Dept, Patient care associates time to time.
- ☑ Random Patient Calls and Handling Marketing Team & Patients care (Post OP Patients, General Patients, Emergency Cases)
- ☑ Interaction with Doctors about Targets, High Value Cases & Procedures. Co-ordination with Surgeons and Key Doctors.
- ☑ Attending to patient Complaints of centre& speaking to them personally.
- ☑ Daily and monthly report with summary of area with focus discussed with Top Mgt and Partnered Hospitals.
- ☑ Handling New projects on comprehensive and LINAC and Various Onco related projects with Key clients and understand their business plans and futuristic business needs and Technology assessment in the market.
- ☑ Based on client needs proposal will be prepared and shared with Board for approval based on Board acceptance implementing new projects across south India and another region.

- ✓ Business operations of Radiation oncology / nuclear medicine equipment such as:
- ✓ Linear accelerators with Planning, Execution
- ✓ Cancer Screening / Imaging (PET-CT , SPECT-CT)
- ✓ Consumables (Radioisotopes)
- ✓ Management of projects involving above equipment
- ✓ Experience in application / workflow would be preferred
- ✓ Maintaining customer relationships
- ✓ Government tender / bidding processes with Govt Organization across south region.

**Healthcare Global Enterprises Private Ltd, Trichy**

**Sep 2014 to April 2016**

**Designation: Centre Head/Business Head (SBU) - 45 bedded facility**



*“HealthCare Global Enterprises Ltd, the specialist in cancer care has its headquarters in Bangalore, India and is known to be the only dedicated cancer care network with quality care across 28centres. Being a leader in cancer care two years in a row has given HealthCare Global Enterprises (HCG) the exposure and expertise to provide hope to 35,000 new patients every year.”*

**Roles &Responsibilities: -**

- ✓ Oversee, supervise, monitor and support departments such as Customer Care, RT Billing,OPD,IPD,Chemo Business, Pharmacy, Marketing,HR,Canteen, House Keeping, Security, Facilities, Maintenance and IT.
- ✓ Controlling of Human Resources, Finance, Purchase, Engineering & Operations, Marketing, Hospital Information systems, Security management, Facilities, Radiation Therapy Services, Pharmacy, Lab services and over all functional Administration of the cancer Centre.
- ✓ Ensuring departments are monitored their budgets and keep everyone is adhered to the budget, policies etc.,
- ✓ Recommend, suggest and implement the improvement in facilities based on the plan/approval.
- ✓ Handle hospital day to-day operational issues and trouble shoot to resolve then and there.
- ✓ Responsible of Quality Management System and monitor, ensure all departments have implemented SOPs, Focus & ensure all departments are sharing periodical reports from time to time to the concerned.
- ✓ Ensuring all the departments are met Quality parameters and no non-compliance in their respective department.
- ✓ Handling the Out Patients services and Support staff & Doctors daily basis.

**Vasan Healthcare Pvt Ltd, Chennai - Valasaravakkam, Vadapalani, Poonamalle, Saidapet, Neelankarai**  
**Designation: Centre Head/Business Head (SBU)**

**Jul 2012 to Apr 2014**



*“Vasan Healthcare Group is one of the leading health care groups in India. Founded in 1947, the group is based in Trichy and has more than 165 eye care hospitals and 30 dental care Hospitals across India, including two multi-specialty hospitals in Trichy. Vasan Eye Care Hospitals are day-care centres for treating eye ailments. The corporate office of the hospital group is in Chennai.”*

**Roles &Responsibilities: -**

- ✓ Managed office automation in eye care on EMR, software implementation and local marketing plan for the centre and bringing centre revenue as 100% with the help of cost control in eye care SBU project implementation with management team to support from end-to-end.
- ✓ All preventive maintenance plan & AMC and centre SOP & Cost reduction, Statutory compliance.
- ✓ Ensures all day to day activities of Eye care centre and handled Opticals, Pharmacy, Counselling.
- ✓ Oversees maintenance of Canteen, House Keeping, Security, Facilities, Maintenance and IT.

- ✓ Planning to Be Controlling of Human Resources, Finance, Purchase, Engineering & Operations, Marketing, Hospital Information systems, Security management, Facilities, Optical, Pharmacy, Lab services and over all functional Administration of the day care eye Centre.
- ✓ Achieved 100% Revenue Budget in 6 months of the centre revenue from 20 lakhs to 43 lakhs with Team effort.

#### Achievements - Vasana Eye Care Hospital Group

- ✪ Acted as Project Lead Manager initiated in the Vasana healthcare history to conduct 550 onsite patient's health check-ups within 7 days with the wonderful team effort to fulfil the organization expectation in MRV Chennai plant at Mahindra city during June 2013.
- ✪ Achieved 100% centre Revenue as given by Chairman in short span got award from Director Operations in 2013.

**Super Religare Laboratories Ltd, Chennai**

**Oct 2011 to Jul 2012**

**Designation: Wellness Centre - Manager Chennai & ROTN**

**Project: OHC Projects, Onsite MHC'S Implementation**



*"SRL Diagnostics is a leading and reputed Pathology Lab network. SRL is the only Pathology Lab Network in India to have 11 Reference Labs, 4 Centers of Excellence and 273\* Network Laboratories with a footprint spanning over 6700 Collection Points. In addition, SRL also offers a host of other services like Radiology modalities including Computed Tomography (CT), Diagnostic Radiology (X- Ray), Magnetic Resonance Imaging (MRI), Ultrasound and Positron Emission Tomography ("PET")."*

#### Roles & Responsibilities: -

- ✓ Handled Out-Patients services on Corporate Health Check-ups and Onsite Camps.
- ✓ Annually Managed Occupational Centres spread across Tamil Nadu Centre for well-equipped lab & Eye Care Services and managing the Support services staff & consultant's daily basis.
- ✓ New mega onsite health check-up projects were implemented during this period with support from management, support services & supervised the same in stipulated period.

#### Achievements - SRL Diagnostics

- ✪ Acted as a project manager lead initiated and supported 8500 employee's onsite health check-ups in 14 days with the wonderful team and fulfilled the expectation of Nokia Corporation Chennai plant at Sriperumpudur during April 2012, likewise lot more onsite periodicals were done in during this period for HP, IBM, Wipro, many MNC.

**Vee Care Health Centre, Chennai**

**Nov 2010 to Oct 2011**

**Designation: Administrative officer Anna Nagar,**

**OMR, Poonamalle, Thirumangalam - 150 bedded facility**



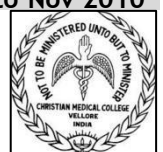
**Roles & Responsibilities: -** Handled out-patient service centres for Dental, Aesthetics and Eye Care Services. Worked as a Day Duty & Night Duty Manager in IP / OP facility. Online web advertising for the centre and bringing centre revenue as 100%. Eye care project implementation with management team to support on new project from end-to-end, software implementation and Office Automation in Eye, Dental, Skin care Services. Handled the preventive maintenance plan, AMC, centre SOP & Cost reduction improving Medical centre. One dental and two eye care projects were implemented during this period in Chennai OMR and Poonamalle.

**Christian Medical College, Vellore**

**Nov 2009 to Nov 2010**

**Designation: Administrative Assistant**

**Department: Engineering services (13 Depts under Gen. Superintendent Office. Reported to DGS) 2400 bedded facility**



## Roles & Responsibilities: -

- ② Supervision of the activities of allocating Job Requests for the various medical equipment maintenance & operation utilities in the Mechanical Engineering Dept. monitoring their progress of works.
- ② Preparation of utilities consumption statement & other statements relevant to operation & control of the Department.
- ② Installation of Medical Gas systems to the various wards and units viz., Oxygen, Medical Air, Vacuum, Carbon-di-oxide, Nitrous oxide starting from Planning, Cost estimation and forwarding to the management for fund approval.
- ② Prepared tender documents & draft agreement & work orders for the execution of medical gas Projects in CMC.
- ② Planning & preparing Schedules for Preventive Maintenance for Operation Tables, Domelights, Laundry, Dietary, Hospital Equipment's, Boilers, and Autoclaves, R. O Plant, D.M.Plant, Distilled water plant, weighing scales and electrical equipment's maintained consolidated records for the break down maintenance for making process improvements.
- ② Preparing Departmental Procedural Manual for Mechanical Engg. Dept. for NABH Standards (NABH External Audit was done in July 2010).
- ② Ensuring Office Automation in Engg Services, Online Job Request planning and to control of all dept. user updating on the all Hospital equipment's.
- ② Implemented all preventive Maintenance plan & AMC and medical gas & Cost reduction improving Medical air quality device double filtration project.

Fortis Malar Hospital, Chennai

Designation: Executive (Corporate Relations) - 250 bedded facility

Jul 2008 to Aug 2009



*"Fortis Malar Hospital, formerly known as Malar Hospital established in 1991, Fortis Healthcare taken Operational management from 2008 and 200 bedded hospital is one of the distinguished multi super-specialty corporate hospitals in Chennai providing comprehensive medical care in areas of cardiology, cardio-thoracic surgery, neurology, neurosurgery, orthopedics, nephrology, gynecology, gastroenterology, urology, pediatrics, diabetics and so on."*

- ② Establishing empanelment of various major corporate like Oil and Natural Gas Corporation, Indian Oil Corporation, Steel Authority of India, Air India, American Telecommunications and Central & TN Govt. concern CGHS, ESI, BSNL, CM Schemes, Reserve Bank of India (RBI) & the Oriental Insurance company etc.
- ② Received first prize in a contest on Infection Control Week-2009 as "A CALL TO ACTION -2009" for the Best Theme award presented by me and awarded as Pan Fortisian (Fortis Healthcare Ltd). This program was hosted by Escorts Heart Institute, New Delhi, January 2009.

## Achievements - Fortis Healthcare Ltd

- ★ Secured first prize in a contest on *Infection Control Week-2009* as **"A CALL TO ACTION -2009"** for the Best Theme award presented by me and awarded as **Pan Fortisian** (FortisHealthcare Ltd). This program was hosted by Escorts Heart Institute, New Delhi, January 2009.
- ★ Sales Revenue Achieved 100% from 4.5 cr to 9.5cr with wonderful team support and sales & Marketing skills.
- ★ FOS Member at Fortis Malar Hospital for Quality Team Internal training courses - NABH, Assessment



Degree UG & PG	Institute& City	Year
MBA (Hospital & Health Systems Management)	Sri Ramachandra College of Management, Sri Ramachandra Medical College &RI, Porur,Chennai	2008
BBA (Business Administration)	Sri Sankara Arts & science College, Enathur, Kanchipuram	2006
Core Competencies		

- ✧ Healthcare Professional, Growth Oriented personality, Easy Adaptive and Quick Learner with any circumstance.
- ✧ Talented, Independent, Responsible, Hardworking with smart thinking and efficient in analytical complex solving issues.
- ✧ An extrovert with very good blending capabilities with team. An absolute team player with excellent communication skills at all the stage.
- ✧ Ability to deal with a diverse range of cultures and nationalities internationally managed team.
- ✧ Highly competent self-motivated, hard-working with the ability to rapidly learn and apply new innovative skills.

Personal Details			
Name	Siva Balan G	Languages Known	Tamil, English, (Beginner in Hindi, Malayalam, Telugu,Kannada)
Father's Name	Late R. Gandhinathan	Date of Birth	05-06-1986
Sex	Male	Marital Status	Married , Deepika K working with IT Company as Software Testing Engineer, Son Persuing 1std at Chennai.
Nationality	Indian	Passport No	Z5907119 (Valid till Aug -2030)
Age	34	Permanent Address	BT3, #Aalayam'sThilagavathy Enclave, Kurinji Nagar Road, Old Perungalathur, Chennai - 600063  Tamil Nadu

#### Declaration

I (Siva Balan G) hereby declare that the above information given by me is true to the best of my knowledge.

Place: Delhi NCR, U.P

Yours Sincerely,

Date: 02-12-2020

( Siva Balan G )