



## B. JEYAKUMAR

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### SENIOR HEALTHCARE OPERATIONS PROFESSIONAL

In quest of senior level assignment of operating a group of institutions to leverage strong exposure in spearheading Hospital Operations, Capital Planning, Business Development, Training & Development, Budgeting & P&L Management, Cost Saving Initiatives and Team Management.

#### Summary

- Deft in developing procedures, service standards and operational policies, planning & implementing effective control measures to reduce running costs of the unit
- A keen planner with expertise in planning & execution of global market plan with key focus on African and European Continent
- Breadth of experience entails conceptualizing and implementing SOP's, process improvement, resource allocation, costing and utilization in hospital operations along with account management, competitor & market analysis and targeted marketing.
- Fully experienced in increasing business revenues, exceeding targeted goals, developing profitable and productive business relationships, coordinating with decision-makers and market development
- Proven track record of standardizing services as per ISO, CRISIL & ICRA norms; well versed with NABH and NABL standards.
- Experience in implementing HR Systems and Policies, conducting Training Programs towards enhancing employee productivity and building committed teams
- Proficient at inspiring confidence, leading by example and building loyal, high-performance teams that exceed expectations; self-starting and network marketing leader

#### Career Facets

- Astutely handled Healthcare, Hospital, University Medical Centre, Diagnostic Centre and Laboratory Management
- Successfully established World Class Diagnostic Centre and helped in the achievement of International Quality Standards.
- Handling Operations of 200 to 500 beds tertiary care Multispecialty Hospital with clear vision and Focus on Operational control and Business development.
- Served as International Trainer & Speaker and presented various seminars on leadership, PPP module Lectures in Sri Ramachandra Medical College & University (A Harvard Medical University Affiliated Institution)
- Merit of being recognized as Quality Accreditation Specialist for effectively leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets.
- Streamlined policy, project management processes, budget control, vendor negotiation, human resource processes, process improvements, program development, and facility expansion
- Efficiently developed global marketing plan for exposure to African nations such as Kenya, Nigeria, Botswana, Ghana, Uganda and South Africa
- Functioned as a liaison with Third-Party Administrators & Insurance Companies and significantly generated high sales revenue
- Designed, developed, and implemented new system of operational activities in clinical laboratories which reduced downtime of lab equipment by 100%
- Established specialised health screening departments and coordinated with nurse administrator to create BUPA Standards packages.
- Serving as Advisory Country Director – India and Board member of WISH CARE trust to establish 11000 discounted medical outlets in India
- Worked on the establishment of Green Field & Brown Field Projects and adeptly served as Profit Centre Head.
- Eminent professional in talent acquisition and efficient negotiator

#### Areas of Expertise



Hospital Operations  
Control



Business Development



International Marketing



Quality Accreditation  
Process  
Other Skills



Human Resource  
Management



Green Filed Project  
Execution

### Employment Details

Since May'13 – Present with DM Health Care Private Ltd ( India's 3 rd Largest Health care Group ) Kolhapur , India

Chief Operating Officer – ASTER AADHAR HOSPITAL

#### Highlights:

- Establishment of Brand new Super Speciality departments like Nephrology, Urology , Neurology
- Outsourcing super speciality consultants with a highly competitive structure to ensure win-win
- Operational Control of day to day operations of 200 beds tertiary care hospital
- Quality Standardization – NABH Complete cycle implementation
- Business Development through structural Marketing approach with constant empowerment
- Successful achievement of the KRA in increasing the patient footfall.
- Oversee and execute complete HR training process through efficient trainers
- Proved track record of enhancing relationship with Media and PR at all levels.
- Enhanced Medical Tourism business development from African countries.
- Complete process control of TPA coverage and improve the cash inflow by 60%
- Software deployment and systemization.

Nov'11 – Apr' 13with ANT Health Care Consultancy Services, Madurai, India

Chief Operating Officer – International Operations

#### Highlights:

- Played a pivotal role in handling enrichment of medical tourism business from Asia Pacific and Pan – African Region
- Astutely worked on the improvement of operational efficiency by 70% in overseas operations
- Directed and administered all financial plans pertains to overseas operations
- Supported and advised the Chairman in decision making
- Offered effective & inspiring leadership as well as stewardship by being actively involved in their International CME programme and Branding for their clients
- Cultivated existing relationship with funders to secure and expanded recurring revenue schemes
- Successfully represented publicly with the media and constituency groups including community, Governmental and private organizations and built excitement for ANT Healthcare's Mission
- Developed and implemented a system for tracking and reported on the progress of the strategic plan implementation
- Handled 10-15 high profiled people from Non- Medical Areas of medical tourism and hospital operations management

Mar'09 to Sep'11 with Lagos State University Teaching Hospital, Lagos, Nigeria

Administrator/BDM

#### Highlights:

- Adeptly managed administration, operation and logistic processes as well as oversaw business activities of the BTHDC ( Bola Tinubu Health & Diagnostic Centre) ,LASUTH (Lagos State University Teaching Hospital , Lagos) which was a PPP (Public Private Partnership) venture
- Administered daily activities related to control & development of SOPs for Radiology, Pathology and Health Screening Departments
- Successfully established a business association between the State Government Authorities of Lagos and the centre to develop business volume.
- Developed & maintained cordial relations between key decision makers in the State Government of Lagos and State Government Hospital CMD and proactively conducted marketing seminars
- Deftly managed turnkey projects and community outreach programmes all over the state
- Significantly promoted medical tourism and telemedicine
- Effectively implemented PACS in coordination with GE African Division and JCI standards to State University Teaching Hospital

Nov'07 to Feb'09 with Sukhdev Raj Soin Hospital, Faridabad

Director, Hospital Administration

#### Highlights:

- Led a staff of 250 in 120 bedded hospital and looked after entire gamut of hospital operations
- Successfully expanded the Green Field Project of the hospital
- Streamlined departmental policies & procedures which helped lower operational costs
- Set up various specialty and super specialty departments as well as facilitated bio-medical instrumentation conceptualization
- Created websites and marketing materials for promotion
- Expanded and diversified rural & community outreach programme
- Developed complete HR processes & programmes entailing employee relation, learning & development, compensation & benefits and performance management/development plan
- Established new departments and introduced outsourcing of consultants in the areas of Oncology, Urology, Cardiology, Orthopaedics, etc.
- Played an active role in talent acquisition of super specialists to establish speciality departments
- Played a key role in improving a turnover by 70% in 2 months and revenue by 700% in 6 months
- Monitored USA foundation funds as per FCRA regulations
- Coordinated with Senior Govt. Officials to get Government Aided Programmes for rural welfare

### Corporate Experience



Dr.Moopan's Health care  
*Care Beyond Boundaries*

### Core Competencies

Business Planning  
Global Marketing  
Business Development  
Hospital Operations  
Administration/ Audits  
Quality Accreditation & Enhancements  
P&L Management  
Public Private Partnership  
Human Resource Management  
Policy Formulation

### International Experience



Lagos State University  
Teaching Hospital,  
Lagos, Nigeria

### Rural Health care experience



Serving to Grow  
Growing to serve

## Previous Work Experience

- Feb'07 to Oct'07 with Vasam Eye Care, Madurai as Centre Head/ Sr. Manager - Hospital Administration.
- Jan'02 to Dec'06 with Srimanta Sankardeva Hospital & Research Institute, Dibrugarh as Hospital Administrator
- May'01- Dec'01 with V K N R L Hospital, Numaligarh, Assam as Associate Hospital Administrator
- Jan'99-Jan'01 with Centre for Entrepreneur Development, Salem as Senior Manager Administration
- Jun'98-Dec'98 with Santosh Medical and Dental College Hospitals, Ghaziabad as Manager Administration

## Academic Details

- PGDMM (Marketing Management) from Madurai Kamaraj University, Madurai in 2001
- Masters in Hospital Management from Madurai Kamaraj University, Madurai in 1998
- B.Sc. (Chemistry) from Madurai Kamaraj University, Madurai in 1995

## Professional Enhancements

- Served as a Proficient Speaker and Leadership Trainer and presented seminars on:
  - Leadership, PPP Module Lectures at Sri Ramachandra Hospital and Research Centre (A Harvard Medical University Affiliated Institution)
- Proactively attended International Seminars and Conferences in Hospital Administration in Lagos, Nigeria, Dubai, Malaysia
- Conducted:
  - International Symposium and served as Chief Secretary in executing the programme for 3 days in Lagos, Nigeria
  - International Seminars and Camps in Lagos by Outsourcing doctors from India
  - Survey on Vendor Satisfaction
- Been a Participant of:
  - Total Quality Management in Healthcare Seminar, Meenakshi Mission Hospital, Madurai.
  - Hospital Management seminar by the Indian Hospital Association at SGPGI, Lucknow, India
- Initiated & conducted National Level Symposium and CME's in Oncology, Cardiology & Urology
- Successfully presented:
  - Paper on Supplier Satisfaction
  - Dissertation on Surgical Items Utilisation
- Got trained as Team Leader to develop employee moral
- International Leadership training programmes on professional networking

## Professional Affiliations

- Active Life member of:
  - Academy of Hospital Administration, India
  - American Health Information Management Association (AHIMA), USA
  - Federation of Hospital Administrators of India, South Chapter
  - Healthcare Information Management and Management Systems Society, HIMMS, USA
- Been a Founder – President of:
  - International Hospital Administrators Group in LinkedIn.com with over 1 million connections around the globe
  - Creative and successful International Healthcare Management Consultants Group in linked in with over 10,000 Professional Consultants
  - International Hospital Administrators federation to connect thousands of specialists all over the world by means of Networking.

## Personal Details

Date of Birth: 11th May, 1975  
Address: FA3, Rasi Towers, Nandhini Street, Velmurugan Nagar, Bye Pass Road, Madurai – 625010, Tamil Nadu, India  
Languages: English, Tamil, Hindi, and Assamese

## Accolade Received

Received Awards & Achievements in various Inter-collegiate Seminars and won over 50 prizes at State Level Competitions

## IT Skills

Well versed with MS Office Suite, Adobe PageMaker, Net Meeting, WebEx and Webinars

## Education



PGDMM (Marketing Management), Masters in Hospital Management and B.Sc. (Chemistry) from Madurai Kamaraj University



## Founder – President

