Mob: 9716837028, 9650507316

**Kapil Verma**

Email: kapilverma7@gmail.com

**Profile Abstract**

A result oriented healthcare professional with approx 11 years of experience in Hospital Marketing, Sales, Market Research, Business Generation, Publicity Activities, Corporate and PSUs marketing.

Presently I am associated with **ARTEMIS Hospitals** working as **Team Leader – Sales & Marketing.** In the present assignment, my responsibilities are creating and developing strategic marketing and advertising plans that contribute to the achievement of the business objectives. This includes idea generation and exploration, preparing and presenting proposals, overseeing the creative and production processes and championing successful execution.

**Academic Qualification**

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| --- | --- |
| 2002 - 2004 **Master of Hospital Administration (M.H.A.)**Specialization CORE : *Hospital Administration* ELECTIVE : *Marketing*  | Institute of Management StudiesDevi Ahilya Vishwavidhyalya University, Indore (MP) |
| **1999 – 2002****Bachelors of Hospital Administration (B.H.A.)** | Institute of Management StudiesDevi Ahilya Vishwavidhyalya University, Indore (MP) |
| **Feb. 2009 – April 2009****Health Informatics***(Online Certificate Course)* | **PSG**Institute of Medical Sciences and Research Peelamedu, Coimbatore (TN) |
| **Senior Secondary Certificate**  | **Instrumentation Senior Secondary School, Kota (Raj.)**Central Board of Secondary Education |
| **Secondary Certificate**  | **Instrumentation Senior Secondary School, Kota (Raj.)**Central Board of Secondary Education |

**Professional Experience**

**Organisation: ARTEMIS Hospitals Gurgaon & Dwarka.**

**July 13 - Onwards Designation: Team Leader (Sales & Marketing)**

**Job Profile**:

* Develop and Manage referral marketing, Liaison with physicians / consultants / Nursing Homes.
* Creating database for potential customers & updating them
* Identify, negotiate and establish alliances with all potential customers to develop preferred provider relationships.
* Make proposals, demonstrations and presentations to doctors and corporate.
* Interact with physicians (internal and external).
* Track Report, feedback, complaints received through marketing activities
* Responsible for realization of revenue of assigned geographical area. Implementation of Marketing strategy of current Functions
* Plan and organize initiatives like camps, seminars and conferences to increase product-promotion participation, Doctors referral, talks and other events.
* Organize CMEs /Seminars and lectures for promotion of the activities and services of the medical faculty and specialties
* Organize outreach programs with prospective patient community for presidents, local clubs, schools, NGOs colleges and other local bodies with a view to generate footfalls from the
* Tracking leads mediated through outreach OPDs, CMEs, camps and seminars etc to tap new corporate tie-ups, convert referrals etc.
* Liaison between in house doctors and external doctors for PTs.
* Tie-ups / Empanelment with PSU’s, Corporate, Industrials bodies to develop new business.
* Handling payment recovery & collection.
* Formulate brand plan and propose various Marketing strategies in accordance to corporate policy.
* Explore newer geographical area new markets, for customer target for hospital.
* Regular fieldwork to understand and develop sound marketing plan.
* Promoting Health Check-ups.

**Organisation: PARAS Hospitals, Gurgaon.**

**Sep 10 – June 13 Designation: Dy. Manager (Marketing)**

**Job Profile**:

* Responsibility to handle the Public Sector Units, Corporate & its marketing and business.
* Responsibility to generate business from local doctors (South Delhi), CGHS and their associated organizations.
* Responsible for developing marketing plan for business in-line with Hospital’s goals.
* To organize health camp and health talks.
* Responsible for discovering, understanding, assessing market potential for untapped markets

and Strategizing for growth of the business (Public sectors, Para-medical forces etc., by Emails,

collecting information regarding corporate HR and Patient referring authorities).

* Promotion & Publicity of Medical facilities available in Hospital.

**Organisation: PUSHPAWATI SINGHANIA HOSPITAL & RESEARCH INST. (PSRI) New Delhi**

**Dec. 05 – August 10 Designation: Dy. Manager (Marketing)**

**Job Profile**:

* Responsibility to handle the Referral marketing, Corporate & PSUs.
* To organize health camp and health talks in Corporate, PSU and RWA.
* Responsible for content design and approval of brochure, pamphlets, ads, articles and display

boards for the event/ health camps/ health lectures.

* Referral Marketing for Shanti Mukund unit (East Delhi).
* To organize the CME in Delhi and Outstation (Aligarh, Moradabad, Mathura, Agra etc).

**Organisation: SRI AUROBINDO INSTITUTE OF MEDICAL SCIENCES Indore (M.P.)**

**Feb. 04 - Dec. 05 Designation: Administrative Officer**

 **Job Profile:**

Operations & Administration (As per the norms of MCI)

Marketing & Advertising (Specially Rural & Referral marketing)

Administration of Open Heart Unit & Cath lab

Designing the Cardiac Packages etc.

Cost Analysis of Open Heart Unit & Cath Lab

**Organisation: BOMBAY HOSPITAL, Indore (M.P.)**

 **Nov. 03 – Feb. 04 Designation: Trainee – Administration**

**Organisation:CHARAK HOSPITAL PVT. LTD. Indore (M.P)**

**April. 03 – Oct. 03 Designation: Trainee – Administration & Marketing Executive**

**Professional Training**

ORGANISATION : **CHARAK HOSPITAL PVT.LTD. , INDORE (M.P.)**

PROJECT TITLE : Study of Cost Containment of The Hospital.

DURATION : 2 Months (June2003-July2003)

ORGANISATION : **VIDYASAGAR INSTITUTE OF MENTAL HEALTH AND NEURO-**

 **SCIENCES, (VIMHANS) NEW DELHI.**

PROJECT TITLE : Research Project On “Corporate Marketing In Health Care”.

DURATION : 1&1/2 Months (July 2002-August 2002)

ORGANISATION : **POST GRADUATE INSTITUTE OF MEDICAL EDUCATION &**

 **RESEARCH, CHANDIGARH**.

PROJECT TITLE : Study On Functioning Of Various Support Systems Of a Hospital.

DURATION : 1 Month (May 2001)

ORGANISATION : **TATA MAIN HOSPITAL JAMSHEDPUR**,

PROJECT TITLE : Satisfaction of Internal Customer for Establishment Section.

 Employees Opinion Survey.

DURATION : 1 Month (July 2000)

**Research Projects**

ORGANISATION : **CHOITHRAM HOSPITAL AND RESEARCH CENTRE,**

INDORE (M.P.)

 PROJECT TITLE : Detail Study On Surgical Site Hospital Acquired Infection.

 DURATION : 3 Months (January 2003 to March 2003).

 PROJECT AREA : MARKETING

 PROJECT TITLE : Research Project On “Marketing Mix Strategies for

Hospitals to Gain Competitive Edge”.

**Extra Curricular Activities**

1. Participated in PRABANDHANAM 2002 & 2004

 **National Conference of Hospital Administration**

 conducted by Institute of Management Studies, DAVV, Indore (M.P.)

1. Participated in seminar on

 **Hospital Planning & Management- Trends in the New Millennium**

conducted by HOSMAC India Pvt. Ltd. Held at M.Y.Hospital Indore (M.P.)

**Community Activities**

1. Volunteer in Blood Donation Camp conducted by M.Y. Hospital, Indore ( M.P)
2. Participated in GUJRAT RELIEF FUND PROGRAMME organized by I.M.S., Indore (M.P).

**Personal Details**

Date of Birth 7th September 1979

Sex Male

Marital Status Married

Languages English & Hindi

Current Address MS-2 Flat No.701, Kendriya Vihar Apartments, Sector-56, Gurgaon

 Mob. 9650507316

I hereby declared that all the information mentioned above is true to the best of my Knowledge.

**Date:**

**Place: (Kapil Verma)**