PARMOD KUMAR

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CAREER OBJECTIVES:

To be associated with a dynamic organization that provides me maximum opportunities to enhance my career development and to explore my potential abilities so as to achieve the organizational goals.

ACADEMIC QUALIFICATIONS:

- > Year 2010 completed MBA (IT) from National Institute of Management, Maharashtra
- ➤ Year 2002 –completed Bachelor of Arts in Computer Science from Guru Nanak Dev University, Amritsar.
- ➤ Year 2000 completed Diploma in Computer Application from National Institute of Information Technology (NIIT), Amritsar.
- ➤ Year 1997 completed certificate course in Graphic Designing (CorelDraw, Adobe Photoshop etc.).

WORK EXPERIENCE:

- ➤ Since August 2014 –working as Centre Manager at Express Clinics Pvt. Ltd. (A Joint Venture with DaVita Inc., A Fortune 500 Company), Lajpat Nagar, New Delhi.
- ➤ September 2012 August 2014 worked as Head Administrator at Nayyar Heart Institute and Super Speciality Hospital, Amritsar.
- February 2008 September 2012 worked as an Officer Marketing at Fortis Escorts Hospital, Amritsar.
- ➤ September 2005 to January 2008 worked as an Assistant Front Office at Fortis Escorts Hospital, Amritsar.
- ➤ June 2002- August 2005 worked as SAP Operator and Online Record In-charge at TATA Chemicals Limited, Amritsar.

ROLES AND REPONSIBILITIES:

Centre Manager – Express Clinics Pvt. Ltd., Lajpat Nagar, New Delhi.

- Monitoring the profitability (P&L, EBIDTA) and business goals of the clinic.
- > Build a strong relationship of reliability & trust between the local community and the clinic.

- ➤ Act as a bridge between corporate and clinics, interoperating and translating policies, operational procedures, operating standards and other important communications for the benefit of the clinic staff.
- Lead, mentor and motivate the clinic staff to perform their duties diligently and efficiently in compliance with the laid down guidelines.
- ➤ Assist team members to manage task effectively and encouraging team's participation in discussions to improve quality and service standards.
- ➤ Conducting daily staff briefing to cover clinical, service, business and operational due diligence and share relevant communication with the team.
- ➤ Handle personal grievance and complaints of subordinates with empathy, sincerity and patience. Provide the necessary assistance and/or escalate issues to the reporting manager for a quick resolution.
- > Provide customer & services related data as desired by the company from time to time.
- > Ensure high levels of customer care and a satisfied clientele.
- ➤ Handle all customer complaints, comments and grievance. Record such instances and identify the root cause and implement a corrective and preventive action plan to reduce probability of such events from recurring.
- ➤ Interact with the patients and relatives for getting a feedback about the services rendered to them; consistently strive to incorporate proactive measures to improve feedback scores.
- Ensure there is exemplary housekeeping and upkeep of the clinic at all times. Escalate maintenance and service requests for equipment and infrastructure to the corporate.
- Identify and retain local vendors for routine works.
- Maintain a record of clinical equipments.
- ➤ Ensure all reports (clinical and operational) are prepared and submitted as per their respective TAT.
- ➤ Ensure compliance with all local and statutory laws covering clinical and business practices as stipulated by their regulatory and/or accrediting organizations.

Head Administrator – Nayyar Heart Institute and Super Speciality Hospital, Amritsar.

- ➤ Participate with the Managing Director, Medical Staff and Senior Management in the development and implementation of strategic plans.
- Attaining challenging / achievable patient care, safety and education and customer service goals while maintaining financial viability.

- Oversee the deployment and adherence of standardized policies, systems & procedures at the facility.
- ➤ Establish and maintain communication with the Managing Director and other Medical and non medical staff to ensure accomplishment of mutual beneficial goals of the facility.
- > Act as an escalation point for all Operational Issues related to the facility
- ➤ Establishing and maintaining open communication culture, accountability and timely decision making.
- ➤ Responsible for service-quality standards and adherence to budgetary restrictions of Security, Housekeeping, Food & Beverages, Materials, Engineering, Hospital Support Services, Information Technology, Patient Care Services.
- > Promoting high performance culture by institutionalizing innovative rewards and recognition programs
- > Working as quality manager to implement quality indicators as per NABH standards
- > Recruitment process from junior level till consultants
- Motivating the staff including various medical professionals, working with tasks specific to its best ability
- Conducting trainings for other administrative/clinical staff.
- Reviewing and evaluating performance of the Organization
- Working as NABH Coordinator for Hospital National accreditation(NABH)
- > Working on Hospital SOPs as per NABH standards
- Managing the hospital business operations smoothly
- Recruitment process from junior level till consultants
- Maintaining the established institution of comprehensive care
- Handling Hospital empanelment's with Corporate/PSU/TPAs
- > Handling effective marketing, branding and advertisement
- Taking care of Hospital Information Management Software

Officer Marketing – Fortis Escorts Hospital, Amritsar

- Designed & executed marketing campaigns
- Planned and organized promotional events (CME's, Public Lectures, Health Talks & Camps)
- Ensured adequate brand placement & promotion
- ➤ Was one point contact person for the media pertaining to any issue at the hospital; ensured adequate media coverage for hospital activities.
- Provided administration support to the team, was responsible for advising on the day to day management and administration of the hospital.
- > Dealt with elite customer segment of the city and ensured that they are dealt in an efficient and professional manner.

- Coordinated between clinical & non clinical staff
- Shared a good relation with both the in house and external clinicians
- Prepared presentations / reports both for the external clients as well as the senior management
- Worked as a part of quality team for NABH Accreditation
- Played significant role in designing and pricing many service packages
- Provided assistance in overall planning and processing of the annual operating and capital budgets
- Monitoring costs to keep the projects at minimal costs
- Maintained all reporting systems on marketing activities and objectives achievements
- Managed and overseen the development, implementation, and evaluation of designated programs
- Collected and analyzed data, identified, interpreted and communicated trends in the market
- Produced design for marketing promotional materials:
 - Magazine, Business Cards, CD Covers, Brochures, Certificates, Banner & Hoarding, Dangler, Stickers, Forms, Pamphlets, Standee, Identity and Way finding Signage's

SKILLS:

- Languages: Punjabi, Hindi& English; can read, write and speak.
- ➤ IT skills: Advanced knowledge in Microsoft Office (Word, Excel and Power Point), Corel Draw, and Adobe Photoshop software which required for designing of promotional material.

ACHIEVEMENTS:

- ➤ Attended one day workshop on Continual Quality Improvement Tools and Techniques for NABH accreditation being held by Quality Council of India at New Delhi.
- Awarded as "Employee of the month" in October 2013 at Nayyar Heart Institute and Super Speciality Hospital, Amritsar.
- > Appreciated by seniors with regards to my creativity at Fortis Escorts Hospital, Amritsar
- Awarded with Certificate of appreciation for the participation to getting NABH Accreditation at Fortis Escorts Hospital, Amritsar
- Awarded as "Employee of the month" in January 2009 at Fortis Escorts Hospital, Amritsar.

PERSONAL PROFILE:

Father's Name Sh. Ashok Kumar Sharma

> Date Of Birth 19th October 1982

Marital status
Married

Permanent Address H: No: T 17/583, Gate Khazana,

Amritsar - 143001

DECLARATION:

➤ I hereby declare that the above information is factually correct to the best of my knowledge

August 17, 2016 Parmod Kumar