

Muthram Senraj

Healthcare -
Operations /
Administrator



Contact

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m

Skills

Excellent Written and
Communication Skills

Interpersonal and Analytical
Skills

Event Management

Team Management

Hospital Operations /
Administration

Healthcare Statutory

Microsoft Applications

Summary

- 8 years' significant experience in Hospital Operations / Administration at **Apollo Hospitals Enterprises Limited**.
- Having experience as Center Head of **HCL Healthcare Center** and Hospital Administration
- Acquired knowledge in Event / Meeting Organizing, Team management, Hospital Administration, Statutory Compliances in Healthcare Service industry.

Work History

2018-04 -
2021-09

Centre Head

HCL Healthcare, Madurai, Tamil Nadu, India

- Responsible for Operations and P and L of Centre.
- Responsible for applying and implementing all SOPs.
- Responsible for day to day clinic Operations
- Ensure provision of Quality Care and services through cost-effective management of center operations
- Assist and support Quality Audit Team to enhance clinical quality in the center.
- Explore the possibilities of adding new & value added services in the centers.
- Getting clinicians on visit etc. so as to increase the business generation
- Conduct weekly and monthly review meetings with all the stake holders of the center
- Represents clinical operations in cross-functional initiatives, as assigned by management and may act on behalf of the team when designated
- Responsible for increasing the footfalls as per the business plan.
- Identify new business opportunities and expand the network

- Identify opportunities initiatives, patient needs while maintaining flexibility and preparedness to proactively respond to operations.
- Maintain healthy relationships with the Clinicians, Staff, key external partners and Government officials.
- Close co-ordination with all the corporate stakeholders and appropriate measures to increase the footfalls
- Responding to the voice of customer and handling the customer grievances. Appreciate the staff performances.
- Taking care of staff welfare activities.
- Provide input into non-project related activities and development of departmental processes, procedures and guidelines as requested

2011-10 -
2018-04

Executive - Healthcare Services

Apollo Hospitals Enterprises Limited, Karur, Tamilnadu, India

- Formulating brand plan and propose various Marketing strategies in accordance to corporate policy for hospital brand.
- Taking care of all the publishing material of the hospital namely: information booklet, leaflets, handbills, brochure, and other related materials. These shall include the content, design, creativity and proof – reading etc.
- Planning various activities as per the planned Marketing Strategic plans.
- Executing the various activities planned as per the Marketing plans for example, CMES, Workshops Camps, Patient Education Program, Life – Style Management Program Etc.
- Exploring newer geographical area new markets, for customer target for hospital.
- Exploring new product feasibility for business plan.
- Budgeting the referral volume and revenue.
- Budgeting the corporate volume and revenue.
- Doing regular fieldwork to understand and develop sound marketing plan.
- Submitting Monthly detailed report of the activity to the management

- Submitting the Weekly progress report to management about the activities assigned.
- Support in all marketing purposes to the Head Marketing.

2010-02 -

Team Leader

2011-09

Bluemed Technologies, Madurai, Tamilnadu, India

2009-07 -

Team Leader

2010-01

Global Netch, Bangalore, Karnataka, India

Education

2014-05 -

MBA: Human Resource Management

2016-06

Annamalai Univeristy - India

Secured First Class

2009-07 -

Bachelor of Arts: Public Administration

2013-06

Sridhar University - Rajasthan, India

Date of Birth

03 Feb 1988

Gender

Male

Languages Known

English

Tamil

Telegu

Reference

Mr.Karthick, Assistant Manager – HR, Apollo Hospitals Enterprises Limited, Trichy Unit, Tamilnadu

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