# KRISHNA KUMAR JHA

# Skills| Digital Marketing, Corporate relations, Lead Generation, Healthcare Marketing & Sales

EXPERIENCE

LUCID Medical Diagnostics |Dec 2016 – July 2018

*General Manager Corporate Marketing*

Managed integrated marketing & communications programs in corporate and digital space for 12 different business units - worked with 150 plus corporate and digital marketing partners, managed INR 2.5 million revenue

Continued to expand my scope and responsibilities within digital strategy as website content management, SEO, digital sales, target marketing, digital lead generation and handling overall digital marketing strategies

Key contributor to developing and implementing marketing strategies to maximize adoption and driving sales through digital marketing partners, ecommerce portals like Practo, Portia, Call Health, 1mg and many others

Achievement: CGHS tie up with lucid all branches, new tie ups with Govt, pharma, IT & manufacturing companies, Insurance & TPAs for business generation

Company profile: Lucid is one of the largest and fastest growing Lab chain in South India NABL & CAP accredited, 48 centers across south India including Hyderabad, Bangalore, Vishakhapatnam

Attune Technologies |April 2015 to Oct 2016

Manager - Business Development

Worked for cloud based healthcare IT company (Winner of the Frost and Sullivan Award for India Emerging Healthcare IT Company of the Year 2015) provides multi-site, multi-tire solutions - HIMS, LIMS, EMR/EHR, mhealth solution for healthcare enterprise, medical & diagnostic lab chains in fourteen countries, (including- Metropolis, Thyrocare & Medall)

Work responsibility: EMR, EHR, LIS, HIS, mHealth, BI tool Product demonstrations to client, negotiation, closing, requirement analysis for implementation, coordination with implementation team and clients

Product knowledge: Hospital information system and lab information system modules

PROFESSIONAL STATEMENT

Healthcare marketing & digital Marketing strategist MBA in Healthcare Management from Administrative Staff College of India, [ASCI] with 7 years’ experience in healthcare, passionate about optimizing the entire digital customer journey, setting strategy and achieve measurable outcomes

PROFILE

Name: Krishna Kumar Jha

Location: Hyderabad, India

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Skype: Krishna.jha3

Linkedin: <https://in.linkedin.com/in/krjha>

Date of birth: 6th June, 1986

Marital status: Married

Nationality: Indian

Linguistic abilities: Hindi, English, Bengali

Father's name: Mr. Parmeshwar Jha

SKILLS & EXPERIANCE

Marketing & Sales |Corporate Marketing | Digital Marketing | Social Media Marketing | AdWords |PPC | On page – Off page SEO | Digital Promotion| Brand Building | Public Relation | TV programs

# Skills|SEO, SEM, Content Marketing, Google AdWords, Social Media Marketing, Analytics Skills|SEO, SEM, Content Marketing, Google AdWords, Social Media Marketing, Analytics

EDUCATION

Administrative Staff College of India [ASCI] Hyderabad

*MBA Hospital Management (PGDHM)* |2010 to 2012

Undergone two months summer internship project from Fortis Hospitals, Bangalore

Undergone a week long special training at Fernandez Hospitals, Hyderabad

Recipient of Mr ASCI award on convocation day for best performance in quiz and competitions

Conceptualized and organized National Conference for the first time at ASCI

Pailan College of Management & Technology [WBUT] Kolkata

Bachelors of Hospital Management |2006 to 2009

Undergone one month Internship at Wockhardt Kidney Hospitals, Kolkata

Completed three months major project at St. Phelomina’s Hospital, Bangalore

Academic Qualification

Intermediate (Year: 2003-2005)

Co-operative College, Jamshedpur (Bio-Science) Jharkhand Academic Council, Ranchi

Matriculation (Year: 2001-2002)

BPM High School, Jamshedpur, JSSEB, Ranchi

EXPERIENCE

LivLife Hospitals, Hyderabad | August 2013 to March 2015

*Marketing Manager*

*Led the marketing team achieving company’s growth* driving significant increases in site engagement and sales leads*,* Built and led a new digital marketing, SEO and content marketing discipline from the ground up.

Worked with agencies directed optimization initiatives and investments to increase direct lead and defend keyword rankings driving dramatic increases in organic traffic and conversions.

Managed social media marketing, paid advertisements, social media Youtube, bookmarking, back-link creation, meta tagging strategically managed campaigns in Google Adwords, Facebook for different segments

Created a consistent brand image across four business units’ presence in Hyderabad, Vijayawada & Mumbai by implementing in all aspects of brand communications, marketing strategy, media planning, content management, events and promotions. eg. Health camps, events for referral doctors, TV talk shows & advertisements, marketing collateral design, health programs in corporate, local community & hospitals

*Achievements:*

*Received Certificate of Excellence for (Year 2013 to 2014) by LivLife Hospitals for outstanding performance in business generation*

Nova Specialty Hospital, Bangalore |Apollo Spectra, Hospitals

Oct 2012 to July 2013

Asst. Manager -Business Development

Worked for Nova Specialty Hospitals group of 16 hospitals worldwide which is now Apollo Spectra acquired by Apollo group

Executed marketing, communication, PR and international patient relation activities and coordinated medical events such continuous medical education programs, TV interviews, managed print media advertising with collaterals and other promotional materials.

Also made strategic tie up and signed MoU with medical tourism companies, agents for medical tourism, Signed with international insurance companies eg, Aetna, CIGNA, MSH International etc

Planned and executed events and medical camps for referral doctors, corporates, and residential societies

# Skills| Healthcare IT, Govt. Project (Gap Analysis), Health Insurance, Claims Management

Experience: On job project at Hewlett Packard

Hewlett Packard | Jan, 2012 to April, 2012 |

Trainee at Hewlett Packard

Project Work on Healthcare IT: Hewlett-Packard, *(Hyderabad)* on Hospital Information System - for Continental Hospital IT project

Work Responsibilities: Client’s requirement gathering, SRS document preparation, demo presentation & training of clinical and non- clinical modules to doctors, nursing staffs and top management

Also involved in Maharashtra government healthcare IT project for GAP analysis after product implementation at Sir. JJ Hospital Mumbai, St. George Hospital Mumbai, Gokuldas Tejpal Hospital Mumbai and Cama Hospital Mumbai on Maharashtra Government HP-HMIS project.

* Knowledge of US Healthcare, Obama care, Healthcare Standards such as HL7, HIPAA, ICD9/10
* Worked on Attune, HP-HCIS, Amrita Solution HIS,LIS & mhealth products

Medi Assist India TPA Pvt ltd, Bangalore | Aug, 2009 to May, 2010

*Executive- Medical Claims*

Medi Assist is India’s largest Third Party Administrator (TPA) and the preferred Wellness Partner for India’s most discerning corporates across the country Medi Assist Healthcare Services offers a range of wellness programs and value-added services to corporate employees and individuals.

Responsible for health insurance claims management, co-ordination, policy condition review, pre-authorization and reimbursement health insurance claims processing for major corporates like TCS, Infoys, Honeywell as well as co-ordination with network hospitals for preauthorization

Got insight on health insurance industry, medical billing, corporate clients management

Training & Projects

Fortis Hospitals, Bangalore

Summer Internship (During ASCI- PGDHM):

Two months summer internship on Study of Turnaround Time (TAT) in radiology department.

Fernandez Hospital, Hyderabad

In House training (During ASCI-PGDHM)

Seven days training on “Hospital Security Management”

St. Phelomina's Hospital, Bangalore

Internship (During Bachelor Degree)  
Three months major project training on "Insurance & Corporate Relationship Management in Hospital"

Wockhardt Kidney Hospital, Kolkata

Internship (During Bachelor Degree)

One month summer internship project on "Housekeeping, Dietary and Store Management.