



# ANU S KADAYATHU

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A Healthcare professional with 15+ years of experience in Health care promotions and CRM with a focus on Indian markets. I have leveraged my analytical skills and strategic outlook to enhance the health care business development activities.

## ACADEMIC QUALIFICATION

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- MBA (HRM & Marketing) from Bharathiyar University.(2003-2005)  
( Karpagam Institute of Management)
- B.Sc Statistics from Mahatma Gandhi University (2000-2002)  
(M A College, Kothamangalam)

## WORK EXPERIENCE- 15+ years

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- ✚ VPS Lakeshore Hospital, Kochi  
**Position- Head of Referral Marketing**  
*Period - July 2020 - Present*
- ✚ VPS Lakeshore Hospital, Kochi  
**Position- Regional Head Marketing ( South Kerala)**  
*Period- Jan 2019 to June 2020*
- ✚ VPS Lakeshore Hospital, Kochi  
**Position- Assistant Manager- Marketing**  
*Period - May 2016 to Jan 2019*

- ✚ VPS Lakeshore Hospital, Kochi  
*Position - Front Officer In Charge*  
*Period - Sept 2015 to May 2016*
  
- ✚ Taluk Head Quarters Hospital Thodupuzha( NRHM)  
*Position - Public Relations Officer*  
*Period - December 2008 to Sept 2015*
  
- ✚ RDS Projects Ltd, Kochi  
*Position - HR and Administration Officer*  
*Period - April 2008 to December 2008*
  
- ✚ Amrita Insitute of Medical Sciences, Kochi  
*Position- Executive*  
*Period - June 2005 to January 2008*

July 2020 to Still continuing as Head of Referral Marketing , VPS LAKESHORE HOSPITAL, KOCHI.

#### **Profile**

- Conceptualize new initiatives for increasing sales, Identify new markets and new proposals.
- Monitor day to day operations of the sales team.
- Execution of business development campaigns
- Execute plans within the allocated budgets.
- Gather market intelligence.
- Impliment various direct sales initiatives.
- Monitor actual revenue Vs targent revenue.
- Appraise employee performance and facilitate team engagement activities.
- Map ROI of all promotion works.
- Training and development of team members.
- Controlling attrition rates.
- Execute new branding programs.
- New merging and acquisition.
- Community health activities.
- Association with various institutions and NGOs.
- Manpower planning and budgeting.

**February 2019 to June 2020 as Regional Head- Marketing, VPS LAKESHORE HOSPITAL. KOCHI**

**Profile:-**

- i. Managing the Marketing activities of South and Central Kerala.
- ii. Areas includes Ernakulam, Idukki ,Kottayam, Alappuzha, Pathanamthitta, Kollam.
- iii. Coordinate the activities of territory heads in each districts.
- iv. Evaluation and analysis of each areas in the region.
- v. Analyse the gap in the market and initiate the corrective measures.
- vi. Fixing the budgets for each pockets.
- vii. Report analysis on a daily basis from the territory heads.
- viii. Fixing budget based target for each territory heads and evaluation for the achievements.
- ix. Visit key doctors along the territory heads in their areas.
- x. Coordinating the activities of the clinics in outside periphery hospitals .

**May 2016 to January 2019 as Asst.MANAGER- Marketing at VPS LAKESHORE HOSPITAL, KOCHI.**

**Profile:-**

**Referral Marketing**

- a. Associated Physician (APs) Program
  - i. Routine visits to APs to update them about facilities
  - ii. Privilege cards to APs for visiting Hospital and for ensuring the privileges
  - iii. Special discounts on treatment of APs and their dependents in hospital.
  - iv. Ensure Privileges and special priorities on services for APs in Hospital through Front Office staff.
  - v. Email and SMS to APs about the developments in Hospital
  - vi. Acting as a link between the Hospital and Referral Doctor.
  - vii. Conducting the CMEs in Hospital (Annual CMEs) to promote departments.
  - viii. Conducting CMEs / Doctors get together in Periphery in association with periphery IMAs and other clinical clubs.
  - ix. Collect details of number of referred patients treated in hospital, tabulate it, do analysis and accordingly plan the week activities.
  - x. Sending Feed backs to Referral Doctors about the services given to the referred patients in our hospital.
  - xi. Send personalized letters about the joining of New Consultants / starting of new departments / facilities in the Department.
  - xii. Conducting the Market study, tariff comparison, competitor analysis etc...

September 2015 to April 2016 as Front office Manager at VPS LAKESHORE HOSPITAL,  
KOCHI.

Profile :- Managing the entire CRM activities.

December 2008 to September 2015 as Public Relations Officer at Govt Taluk Head  
Quarters Hospital, Thodupuzha.

Profile :- Implimentation of new goverment projects in association with National Health Mission.

April 2008 to December 2008 as Officer HR and Administration at RDS Projects Ltd.

Profile :- Implimentation of HR and Adminstration policy at Regional Head office, Kochi.

June 2005 to January 2008 as Executive at Amrita Pharmacy, AMRITA HOSPITAL  
KOCHI.

Profile :- Promotion of medicine sales from Amrita Pharmacy.

#### **LANGUAGES KNOWN**

English & Malayalam

#### **PERSONAL STRENGTH**

Willingness to learn and work in different environment driven by ambition.

Excellent communication skills and enthusiastic.

#### **EXTRA CARICULAR ACTIVITIES**

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- Secretary of the National Service Scheme in M A College( 2000-2002)
- Secretary of the Nature Club in M A College (2003)

## **AWARDS RECEIVED**

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A special recognition from The Government of Kerala for outstanding performance (NRHM) in the year 2014-15.

## **IT SKILLS**

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Certificate in Advanced Diploma in Computer Applications from M A College, Kothamangalam.  
Word processing and DTP Certificate from Kerala Government Technical Education Department.

## **PERSONAL INFORMATION**

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Name : ANU S KADAYATHU

Sex : Male

Marital status : Married.

Address : Kadayathu(H),  
Njayappilly P O  
Kothamanagalam  
Ernakulam  
Kerala-91

Father's Name : Shri. K K Surendran

Date of Birth : 17/09/1981

Nationality : Indian

REFERENCES- Will provide on request