

Guinness P. K. Kumar (DIN No : 10061128)

BPT (Physio), Cert. Healthcare Quality Management, INSPIRE Personality Development Trainer & Guinness World Record Holder



Seasoned Managing Director and CEO with 26 years of experience in **Healthcare Operations, Project Management, and Marketing**, seeking a challenging leadership role in the healthcare industry to leverage expertise in driving organizational success and targeting functional areas such as operations, projects, and marketing.

✉ nicerkumar@gmail.com

☎ +91-9349494922



Profile Summary

- ❖ Currently spearheading as **Managing Director** at Season Two Senior Living, adeptly overseeing the operations of **A.S. Carehomes Pvt. Ltd., A. S Healthcare Assistance Pvt. Ltd., and Seasontwo Healthy Foods Pvt. Ltd.**
- ❖ Demonstrating key skills and competencies in **strategic planning, financial management, marketing coordination, and establishing effective systems and processes, ensuring high-quality and safe care to patients**
- ❖ Achieved significant success in the current role by **driving business growth, improving patient services**, and fostering a **culture of continuous learning** and improvement in response to incidents
- ❖ Excellent skills in **implementing systems**, managing **daily operations** of the multiple units to **achieve maximum efficiency in various operations**
- ❖ Proven track record of **formulating healthcare programmes**, helping in marketing strategies, updating industry knowledge among the doctors, and above all pioneering in **promulgating ethical and evidence based medical practices**
- ❖ Played a key role in assuring delivery of quality services to all patients while keeping updates of medical regulations and advising management team on necessary changes while completing the healthcare plan for the annual company grant, establishing goals and criteria for the projects
- ❖ Holds the distinction of securing the **Guinness Book of World Record for Mind and Body Coordination**
- ❖ Experience at **people management, maintaining healthy employee relations**, managing employee grievances thus creating an amicable & transparent environment
- ❖ Exhibiting strong leadership skills with the ability to motivate and inspire teams, coupled with a deep understanding of healthcare regulations and compliance



Core Competencies

Strategic Planning/ New Initiatives



P & L Management



Healthcare Operations & Excellence



Quality & Safety Management



Continuous Process Improvement



Business Development & Operations



Key Account Management



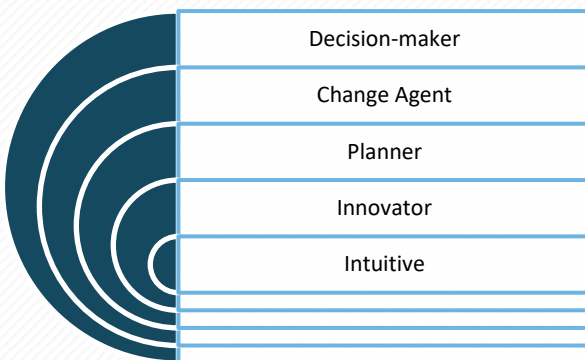
Training & Development



Team Building & Leadership



Soft Skill



Education



MBA in Healthcare and Hospital Management from National Institute of Business Management Global, Chennai in 2014



PMP Preparatory Training from CADD Centre Training Services, Trivandrum in 2014



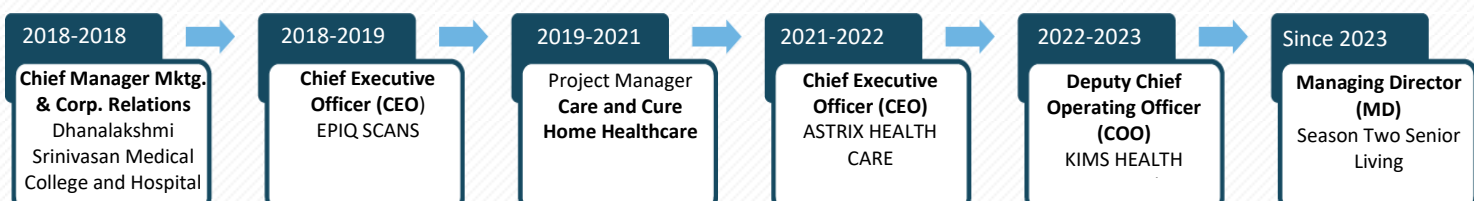
Healthcare Quality Management from Medvarsity-Apollo, Hyderabad in 2013



Bachelor of Physiotherapy from Sri Ramakrishna Institute of Paramedical Sciences, Coimbatore in 1995



Career Timeline (Recent 6)



Work Experience

Managing Director (MD) | Season Two Senior Living (A.S. Carehomes Pvt. Ltd., A. S Healthcare Assistance Pvt. Ltd. & Seasontwo Healthy Foods Pvt. Ltd.) | Since Feb'23

Deputy Chief Operating Officer (COO) | KIMS HEALTH Hospital, Kollam, Kerala, India | Sep'22 – Feb'23

Role:

- ❖ Designing strategy at organisational level to achieve organizational objective
- ❖ Ensuring the delivery of high-quality and safe care to patients in adherence to hospital values, while maintaining financial strength and advising the Board of Directors on operational delivery
- ❖ Fostering a high-performance culture by implementing effective systems and processes, establishing clinical and corporate governance, financial management, risk management, and compliance
- ❖ Overseeing the achievement of financial objectives and cost improvement targets, monitoring budgets, and preparing reports to track financial performance
- ❖ Maintaining medical and staff records in compliance with healthcare regulations, updating patient health records, and managing medical and office supplies stock
- ❖ Creating work schedules for staff members and minimizing costs through efficient expense management, liaising with medical staff to identify operational efficiencies, and ensuring high-quality service delivery
- ❖ Delivering high-quality and safe care to patients, promoting the hospital's values, maintaining financial strength, and advising the Board of Directors on operational delivery
- ❖ Fostering a high-performance culture by implementing effective systems and processes, establishing clinical and corporate governance, financial management, risk management, and compliance
- ❖ Overseeing the achievement of financial objectives and cost improvement targets, monitoring budgets, and preparing reports to track financial performance
- ❖ Maintaining medical and staff records in compliance with healthcare regulations, updating patient health records, and managing medical and office supplies stock
- ❖ Creating work schedules for staff members and minimizing costs through efficient expense management, liaising with medical staff to identify operational efficiencies, and ensuring high-quality service delivery
- ❖ Developing new profitable business, analysing latest marketing trends, tracked competitor's activities and provided valuable inputs for fine tuning marketing strategies
- ❖ Studying market and competitors, identifying and developing the company's unique selling propositions
- ❖ Creating & sustaining a dynamic environment that fosters the development opportunities and motivating high performance amongst the team members

Achievements:

- ❖ Valued with the Global Leadership Award in 2023 from MT TV
- ❖ Drove business growth and improved the quality of patient services by implementing innovative strategies that resulted in increased revenue and enhanced patient satisfaction
- ❖ Fostered a culture of continuous learning and improvement in response to incidents, ensuring the hospital adapts and evolves to provide the best possible care
- ❖ Successfully implemented process improvements that enhanced operational efficiency and patient satisfaction, leading a team of professionals to achieve significant cost savings while maintaining high-quality care

Chief Executive Officer (CEO) | ASTRIX HEALTHCARE, Pattoor, Trivandrum, Kerala | Apr'21 – Apr'22

Project Manager | Care and Cure Home Healthcare, Kaimanam, Trivandrum, Kerala | Dec'19 – Jan'21

Role:

- ❖ Developed and executed strategic plans to increase the client base and achieve financial goals, coordinated marketing efforts across print, social, and visual media platforms
- ❖ Implemented training programs to enhance employee skills and performance, oversaw the coordination of doctors, PRO, nurses, lab, and other supporting services

Chief Executive Officer (CEO) | EPIQ SCANS, Krishnankoil, Nagercoil, Tamil Nadu | Dec'18 – Sep'19

Role:

- ❖ Led profit-making initiatives and establishing strong relationships with doctors and clinics, managed marketing and networking activities to drive business growth

Previous Experience

Chief Manager Marketing and Corporate Relations | Dhanalakshmi Srinivasan Medical College and Hospital, Perambalur, Tamil Nadu State (Medical College, Urban Centre & Rural Centre) | Mar'18 – Dec'18

Project Manager – New Projects & Marketing | NIMS Hospital, Thiruvananthapuram (NIMS Hospital, NANO Clinics in Nedumangad (Branch) & Mangalathukonam (Branch) | May'14 – Mar'18

Chief Administrative Officer (CAO) – Operations Management | Lords Hospitals, Thiruvananthapuram | Aug'13 – Apr'14

Received 4th rank in the district for customer care.

Senior Physiotherapist | Cosmopolitan Hospital Pvt. Ltd., Thiruvananthapuram | Sep'96 – Aug'13

Other Experience

- ❖ Motivational Speaker & INSPIRE Personality Development Trainer and conducted more than 400 training programmes in India, China, Thailand, Maldives, Sri Lanka & Russia



Significant Accomplishments

- ❖ Guinness Record Achievement: Farthest distance cycled with Backwards Brain Bicycle in one hour on 3-9-2019
- ❖ Incredible Book of Records: Maximum hands rotation (226) simultaneously in a minute on 8-12-2017
- ❖ Incredible Book of Records: Fastest Penny Farthing Hour Record on Indian roads (18-02-2019) Distance: 21.3 Kms
- ❖ Incredible Book of Records: Penny Farthing Bicycle downhill riding from Ponmudi to Kallar Date: 03-03-2019, Distance: 12.7 Kms
- ❖ Incredible Book of Records: Maximum hand rotations along with Jogging steps on 18-01-2019 Hand -190, Jogging -104
- ❖ Incredible Book of Records: Magic show on Backward Brain Bicycle with facemask on 31-05-2020 Duration: 3 minutes 34 seconds
- ❖ Incredible Book of Records: Magic show on Penny Farthing Bike using Facemask on 31-05-2020 Duration: 17.8 minutes
- ❖ Incredible Book of Records: Fastest Backward Brain cycle ride at Marina Beach road on 15-05-2019 Duration: 1.43.40 seconds. Distance: 13 Kms
- ❖ Incredible Book of Records: Fastest Backward Brain cycle downward ride from Ponmudi to Kallar on 21-04-2019 Duration: 1.37 minutes
- ❖ Incredible Book of Records: Penny Farthing cycle ride at Marina beach road on 16-05-2019 Distance: 13 Kms Duration: 1 hour
- ❖ Incredible Book of Records: Fastest Backward Brain cycle ride on road Date: 24-04-2019 Distance: 10.6 Kms Duration: 1 hour
- ❖ Incredible book of Records: Maximum number of punches (418) in a minute on 14-07-2020
- ❖ JCI ZONE XXII Best Inspire Trainer 2009 Award Winner (Junior Chamber International India) and conducted more than 400 training programmes in India, China, Thailand, Maldives & Sri Lanka
- ❖ Business Performance and received a "Car Award" in 2011 ORIENS Biocare Pvt. Ltd., Chennai
- ❖ Losers Challenge 2021, won cash award of Rs. 5000 for reducing 18 Kgs body weight in 1 month (Nov 23rd to Dec 23rd 2021) organized by TORQUE Fitness Studio, Trivandrum



Personal Details

Date of Birth: 22nd March 1973 | Languages Known: English, Malayalam & Tamil
Address: 6A1, Nikunjam Towers, Kannamoola, Medical College (PO), Trivandrum - 695011