

Sharafudheen T

BSc Biochemistry, MBA (HR & Marketing)

MHA - (Apollo - Medvarsity)

Experience: 12 Years in Healthcare.



Thayyil (H), Vairamcode (PO),
Malappuram (Dt.), Kerala, India - 676301, Mob : +91 92070 66 594
E-mail: sarafthayyil@gmail.com

OBJECTIVE

To work as a challenging professional in the field of management in a growth-oriented organization that can take full advantage of my interpersonal skills.

STRENGTH

- Possess qualities of diplomacy, flexibility and resourcefulness.
- Ability to provide cover for extended/flexible working hours.
- Ability to motivate team.
- Ability to manage various projects right from construction stage until setting up the required infra-structure.
- Ability to develop policies and procedures on quality management systems of a healthcare organization.
- Ability to take initiative and lead a team of highly qualified administrative, technical and supervisory level staff.

EXPERIENCE

MANAGEMENT CONSULTANT - FREELANCE BASIS

From Feb 2023

ASPIRE Childrens Speciality Centre - Calicut - First Peadiatric Centre in Kerala

In this project, I have coordinated the following responsibilities:

- ❖ Feasibility Study

- ❖ Breakeven Analysis
- ❖ Investors Planning & Discussion
- ❖ Negotiations & Procurement
- ❖ Manpower Planning
- ❖ Project Coordination
- ❖ Coordination of Hard Launch
- ❖ Handover.

For Crescent Pediatrics I have introduced process and policies for their Joint Venture Initiatives at Calicut - Red Crescent Hospital, Malappuram - MKH Hospital & Thrissur - Anasar Hospital

Ongoing Project : SACRED HEART Cardiac Centre - Angamaly, Ernankulam.

**KARUNYA HRUDAYALAYA
KERALA, INDIA.**

Cardiac Group -Sr. Manager - Operations &Projects

- Plan, develop and implement strategies for generating resources or revenues for the organization.
- Responsible for leading of the Operations team and for the delivery of the overall operational metrics & sales targets
- Approve organizational procedures, policies and standards
- Review activity reports and financial statements to determine progress and status in attaining objectives, revise objectives and plans in accordance with current conditions
- Evaluate performance of centre managers for compliance with established policies and objectives of the organization
- Represent the organization at legislative sessions, committee meetings and at formal functions
- Direct organizational planning and policy making activities
- Anticipates and tracks operational and tactical risks and providing strategic solutions
- Preparation of monthly centrewise progress report at management meetings
- Promote the organization to local, regional and national constituencies
- Promote the organization through personal appearances at conferences and workshops
- Setting and reviewing Quality performance standards
- Identifying and highlighting further opportunities for services and process improvements
- Oversees and reports weekly, monthly, quarterly and annual metrics
- Manage data collection for updating operations metrics to achieve productivity targets, reduce cost per unit, eliminate errors, and deliver excellent service
- Grow the efficiency of existing processes and procedures to enhance and sustain the organization's internal capacity

- Actively pursue strategic and operational objectives
- Ensure operational activities remain on time and within a defined budget
- Communicate customer issues with operations team and devise ways of improving the customer experience, including resolving problems and complaints
- Works closely with management team to ensure all operational, administrative and compliance functions within the firm are being properly executed in accordance to best practices
- Works closely with COO on other special planning and departmental projects
- Performs miscellaneous job-related duties as assigned

ROYAL PRIVILEGE HOME HEALTH CARE CENTER
AL AIN, UAE

Home Healthcare - Coordinator - Operations & HR

- Plan, lead and control the functioning of the department.
- Oversee developments of long-term and short-term departmental plans.
- Monitor Performance of departments and ensure appropriate corrective and preventive actions are taken.
- Ensure relevant policies and procedures are developed, communicated and established within the department and periodically reviewed.
- Demonstrate enthusiastic and dynamic leadership skills within the department.
- Establish and foster a team approach to the management of the day-to-day functions.
- Participate and contribute to the periodic organizational analysis and review by the management.
- Establish, approve and monitor programmed/plans for department, leading to meet the agreed standards.
- Ensure regular and timely performance appraisals of staff against pre-established mutually agreed standards and objectives.
- Ensure a mechanism to collect and maintain certain data and statistical reports to permit an effective planning process.
- Develop an annual budget and operating plan for the concerned departments, advocate its approval as required.
- Ensure that quality standards are maintained within the department always.
- Ensure compliance to applicable laws and healthcare regulations wherever needed.
- Perform other management activities as directed by the Director.

**DMS HOSPITAL
CHELARI, KERALA.**

Manager - Operations & HR

- Act as liaisons among governing boards, medical staff and department heads.
- Recruit, hire and evaluate assistant administrators, nurses and doctors
- Plan budgets and set rates for health services
- Planning the marketing & branding activities.
- Handle clinic's routine operations.
- Execute clinical administrative policies and initiate action to enhance patient care programs.
- Examine and resolve complaints received from staff, visitors, patients and physicians.
- Staff recruitment, selection and training.

**RIMS HOSPITAL
ERATTUPETTA, KOTTAYAM.**

Asst. Manager Marketing.

- Responsible for creating database of potential customers and updating the same.
- To develop brochures, leaflets, banners, website and other visual media presentations whatever required for the marketing activities.
- Responsible for tie up with new insurance companies, renewal of existing contracts etc.
- Needs to plan and implement all branding and promotional activities.

**MES MEDICAL COLLEGE
PERINTHALMANNA, KERALA.**

Public Relation Officer

- Planning publicity strategies and campaigns
- Dealing with enquiries from the public, the press, and related organizations.
- Organizing promotional events such as press conferences, open days, exhibitions, tours and visits.
- Speaking publicly at interviews, press conferences and presentations.
- Analyzing media coverage

**ASTER MIMS HOSPITAL
KOTTAKKAL, KERALA.**

Executive – Relations

- Overseeing and developing marketing campaigns and Promotional activities.
- Maintaining websites and looking at data analysis.
- Organizing events and product exhibitions.
- Coordinating internal marketing and Managing campaigns on social media.

TRAINING

WOCKHARDT PHARMA Ltd.

Product Specialist

- Arranging appointments with Doctors, Pharmacists and hospital medical teams in order to generate sales.
- Making presentations to doctors and organizing conferences for doctors' & other medical staff.
- Regularly attending company meetings, technical data presentations and briefings.

EDUCATION

MHA (2022 – 2023)

Apollo Medvarsity

MBA – Marketing & HR (2009 – 2011)

Sri Venkateswara College of Computer Applications & Management, Coimbatore.

BSc Biochemistry (2006 – 2009)

Markaz Arts & Science College, Valanchery, Kerala.

EVENTS ATTENDED / COORDINATED

- ✚ Successfully coordinated JAWDA TASNEEF inspection for Royal Privilege Home Health Care.
- ✚ Attended “DUBAI DERMA EXHIBITION” held on 19th March 2019.
- ✚ Branding and Promotions Activities for DMS Hospital.

- ✚ Coordinated “RIMS CANEX” - for spreading awareness in connection with Cancer Day.
- ✚ Organized a residential camp for Paraplegia Patients at Perinthalmanna.
- ✚ Coordinated DIET in Diabetes Expo in connection with Diabetes Day at ASTER MIMS.

PERSONAL INFORMATION

- Date of Birth : 30/05/1988
- Father’s Name : Mohammed Ali T
- Sex : Male
- Marital Status : Married
- Nationality : Indian
- Languages Known : English, Malayalam, Hindi & Tamil
- Interests : Travelling
- Mother Tongue : Malayalam

DECLARATION:

I hereby declare that the above-mentioned details are true to the best of my belief and knowledge.

Sharafudheen T

.....