Manohar Kamalapurkar
Product Director

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📍 Rochester hills , Michigan , USA   in The Care Integrator

The Care Integrator Profile

Healthcare professional and entrepreneur with over 14 years of experience in large-scale enterprise business analysis, strategic leadership, and product management. I excel in driving growth and innovation in Healthcare products with a proven track record of collaborating with product, sales, and go-to-market teams to achieve organizational goals.

Key Areas of Expertise:

- **Strategic Product Leadership:** Driving product vision, roadmaps, and go-to-market priorities to enhance healthcare delivery and competitive differentiation.
- **Market Analysis and Innovation:** Defining product-market fit, user personas, and designing early-stage concepts to align with market needs.
- **Stakeholder Engagement and GTM Alignment:** Building strong client relationships and collaborating with sales and marketing for effective pitches, sales enablement, and cross-sell opportunities.
- **Operational Leadership:** Leading cross-functional teams to foster innovation, accountability, and team growth in healthcare domain.
- **Technical Expertise:** Delivering scalable, interoperable solutions with expertise in APIs, X12, HL7, FHIR, and cloud technologies.
- **Healthcare Thought Leadership:** Writing and sharing industry insights on LinkedIn as **"The Care Integrator"** to engage and inform healthcare professionals.

My blend of strategic foresight, technical expertise, and operational excellence ensures impactful solutions that drive efficiency, improve patient outcomes, and support organizational goals.

Skills

Product lifecycle management	Product strategy
Cross functional Team Leadership	Product Management
Product Marketing	SCRUM
HL7	ANSI X12
FHIR	Healthcare Innovation

Education

Bachelors of engineering, *Global Academy of Technology* ↗	08/2005 – 05/2009 | Bangalore, India
Masters of Business Administration(MIS), *Annamalai university* ↗	06/2010 – 05/2012 | Annamalainagar, India
PG Diploma, *Annamalai University* ↗	05/2011 – 05/2012 | Annamalainagar, India
Masters in Data Science, *Eastern university* ↗ Pursuing	10/2021 | St. Davids, United States

Professional Experience

Product Director, *Modus (OPM Doctors)* ↗	11/2019 – present | Allen Park, USA

As the Product Director at Modus, I led the development of a specialized Provider Documentation App for musculoskeletal care, significantly enhancing documentation accuracy and efficiency. I spearheaded the adoption and creation of five FHIR-based products, boosting interoperability and improving healthcare delivery.

- **Leadership in Provider Documentation Solutions:** Spearheaded the development and management of a cutting-edge Provider Documentation App specifically tailored for the musculoskeletal specialty, enhancing the accuracy and efficiency of clinical documentation.
- **Driving FHIR-Based Innovation:** Played a pivotal role in steering Modus towards adopting FHIR-based products, significantly advancing interoperability and data integration capabilities within the organization. Conceptualized and led the development of 5 innovative FHIR products, focusing on leveraging standardized data exchange to improve healthcare delivery and outcomes.
- **Strategic Product Management:** As Director of Products, led cross-functional teams in the design, development, and successful launch of advanced healthcare solutions, particularly in the realm of Physical Therapy Electronic Health Records (EHR).Implemented strategic initiatives that significantly enhanced product functionality and user satisfaction.
- **Digital Transformation Leadership:** Instrumental in accelerating the digital transformation within the healthcare sector at Modus, utilizing cloud technology, clinical intelligence, APIs, and mobile solutions to drive product excellence and market competitiveness. Championed the adoption of agile methodologies and continuous improvement practices to ensure rapid deployment and high-quality product updates.
- **Team Empowerment and Customer Experience Enhancement:** Passionately led and empowered diverse teams, fostering an innovative and collaborative work environment that encouraged creativity and problem-solving. Enhanced customer experiences through meticulous business architecture and the strategic implementation of digital technologies, resulting in improved customer engagement and retention.

IT Project Lead, *Tech Mahindra Technologies Inc.* 04/2018 – 11/2019 | Baton Rouge, USA

While stationed at BCBSLA client location, I excelled in directing the development of product documentation and business requirements, ensuring alignment across diverse project phases within the Payor module. I conducted in-depth data analysis and managed integration for claims, care management, and billing systems for regulatory compliance extracts.

- **Leadership in Product Documentation and Business Requirements:** Directed the creation and management of product documentation and business requirements, working closely with business analysts and product owners to ensure alignment across all project phases.
- **Data Analysis and Integration:** Analyzed and managed claims, care management, billing, and clinical data using SQL for data extracts. Led the integration process from concept to feature launch, ensuring seamless system functionality.
- **Project and Resource Management:** Developed and monitored clear Product plans/Roadmap. Ensured projects were appropriately resourced and scheduled.
- **Training and Leadership:** Conducted training on X12 & HL7 Standards for the product team. Led educational efforts for health IT tools organization-wide.
- **Strategic and Innovative Solutions:** Leveraged industry knowledge to align IT applications with business trends and opportunities. Directed teams in innovative Patient solution development and strategic decision-making.
- **Operational Excellence:** Coordinated health IT implementation between different product team. Supported activities related to claims and patient outcome.
- **Quality Assurance and Control:** Managed IT change requests and maintained system integrity. Oversaw QA issues, reviewing test plans and scripts for the product.
- **EDI and Data Extracts:** Managed data Extracts projects for external agency reporting(BCBSA). Sphearheaded EDI projects on Eligibility(270/271) and Claims(837).
- **Team and Stakeholder Coordination:** Supervised daily work of systems analysts, testers, and Product owners. Represented as Product team in inter-departmental project teams.

Senior IT Analyst, *Oneteam US LLC* 07/2017 – 03/2018 | Troy, USA

While stationed at City of Hope Hospital, I led the EPIC implementation for the Hospital Billing module, focusing on requirement gathering and maintenance. I collaborated across departments to develop workflows and queues for the billing and coding teams and spearheaded go-live training. I served as the primary contact for billing workflow and coding modules, ensuring seamless integration and operation.

Requirements Documentation and Stakeholder Collaboration:
- Documented detailed product requirements from workshops, translating stakeholder needs into actionable system enhancements.

- Managed communication processes to ensure alignment with business objectives and clarity in new feature integration.

Business Analysis and Strategic Planning:
- Leveraged healthcare expertise to align IT applications with emerging trends and opportunities.
- Coordinated with stakeholders to drive EPIC HB billing system projects, ensuring successful outcomes.

Product Integration and Management:
- Directed the integration of EPIC, Oracle Financial, Provider Credentialing, and Population Health Management systems.
- Provided techno-functional support during Go-Live to ensure seamless implementation and issue resolution.

EHR and Workflow Enhancement:
- Partnered with clinical IT teams to optimize EHR workflows, focusing on eligibility, client billing, and research billing functionalities.
- Oversaw design and approval processes to enhance clinical and billing efficiency within EPIC.

Training and Enablement:
- Designed training materials like Visio diagrams and tip sheets for end-user training.
- Led training sessions to facilitate adoption and operational efficiency of EPIC Hospital Billing.

Quality Management and User Testing:
- Managed testing phases (PRCT, Iterative, Integration), ensuring high-quality system delivery.
- Provided support during daily operations and Go-Live, maintaining system security.

Data Management and Analysis:
- Conducted advanced SQL-based data analysis for claims, billing, and clinical data mapping.
- Extensively used EPIC utilities for debugging, research, and EPIC Bridges module integration with external entities.

Regulatory Compliance and Product Innovation:
- Ensured compliance with HIPAA/EDI standards and evaluated their impact on projects.
- Applied innovative solutions to enhance functionalities, track risk exposure, and align with industry compliance.

Business & Integration Architect Sr Analyst, *Accenture solutions*   10/2014 – 07/2017 | Bangalore, India

While at Accenture, I worked with prestigious U.S. healthcare clients such as City of Hope and Kaiser Permanente from India, focusing on their Epic implementation projects. I actively participated in requirement gathering and discovery sessions, including multiple on-site client visits, to ensure a thorough understanding of their needs and deliver tailored solutions. My role involved leveraging my certifications in EPIC Hospital Billing and Resolute to drive successful outcomes in revenue cycle management and system optimization.

Strategic Product Planning:
- Designed Epic configurations for revenue cycle and interface modules, ensuring seamless integration.
- Conducted requirements elicitation, gap analysis, and refinement of product functionality.
- Defined and prioritized Epics, Features, and User Stories in JIRA to align with goals.
- Collaborated with cross-functional teams to develop go-to-market strategies.
- Communicated product vision and success attributes clearly to stakeholders.

Product Development and UI/UX:
- Designed workflows and high-fidelity user interfaces for claims and revenue cycle functionalities.
- Collaborated with UX teams to create actionable wireframes and prototypes.
- Developed and tested early-stage concepts, refining market fit based on feedback.
- Utilized Epic tools like Chronicles and Record Viewer for research and debugging.

Stakeholder Collaboration & Communication:
- Acted as a liaison between business and IT teams across all SDLC phases.
- Built strong relationships with Product Leadership, Marketing, and Technology teams.
- Collaborated with go-to-market teams to position products and support sales.
- Influenced cross-functional teams and customers to drive consensus.
- Partnered with Business Development teams to identify strategic opportunities.

Team Leadership and Mentorship:
- Directed operations, analyzed workflows, and prioritized tasks to meet milestones.
- Mentored junior team members, promoting innovation and problem-solving.
- Led the design, development, and implementation of claims-related functionalities.

Senior Business Analyst, *Speridian Technologies*   11/2013 – 09/2014 | Bangalore, India

I was part of the **Siebel CRM team** at Accenture, working with **AvMed**, a payer organization in Florida, to co-develop product lines like **Benefit Align** and **ICM** tailored to their business needs.

Strategic Product Planning:

- Collaborated with stakeholders to define requirements, perform gap analysis, and align product goals with client needs.
- Worked within Agile and Waterfall SDLC methodologies to create requirement documents, data mapping, and strategic workflows.

Product Development:
- Designed screen prototypes, reviewed design specs, and collaborated with UX and engineering teams for user-centric solutions.
- Mapped Oracle/Siebel CRM features to meet **ICM** product requirements and integrated with applications like OBIEE and OPA.
- Managed UAT sessions, created test cases, and supported testing, production verification, and post-production activities.

Stakeholder Collaboration & Communication:
- Acted as the primary liaison between business and technical teams, facilitating JAD sessions and requirement-gathering meetings.
- Delivered weekly solution demos, status reports, and maintained documentation for traceability and team collaboration.

Team Leadership and Mentorship:
- Coordinated onsite and offshore teams to drive seamless development, testing, and delivery of **Benefit Align** and **ICM**.
- Mentored team members, reviewed deliverables, and ensured quality standards were met across all phases of SDLC.

Senior Business IT Analyst, *Evry India Pvt. Ltd.*   03/2010 – 09/2013 | Bangalore, India

While at Evry, I worked with client such as Realmed, Availity, Healthy Circles, and HMS, focusing on products in areas like Clearinghouse solutions, Population Management Systems, and Emergency Room EHR. All these projects were for leading healthcare clients in the United States, where I contributed to delivering tailored, high-impact solutions aligned with client needs.

Strategic Product Planning:
- Prepared SRS and BRD to define clear product goals and align with client needs for Clearing house 4010 to 5010 conversion.
- Created prototypes and mock-ups to secure stakeholder approval and refine concepts.
- Conducted walkthroughs with clients, incorporating feedback to ensure alignment.
- Facilitated requirement-gathering meetings to explore and document solutions.

Product Development:
- Authored BRD and FRD by collaborating with end users and stakeholders.
- Developed training materials, UAT test cases, and managed UAT sessions for smooth adoption.
- Validated test cases against business requirements to ensure testing accuracy.
- Worked on ICD-9 to ICD-10 and HIPAA 4010 to 5010 EDI compliance for system upgrades.
- Created and tested EDI documentation (HL7, CDA) and 5010 guides for data exchange.

Stakeholder Collaboration & Communication:
- Facilitated daily Scrums, Sprint Planning, Reviews, and Retrospectives to drive Agile development.
- Led weekly status meetings with business and IT teams to monitor progress.
- Acted as a techno-functional resource to resolve production issues during implementation.
- Coordinated with stakeholders in project status meetings to ensure alignment.

Team Leadership and Mentorship:
- Trained team members on health insurance concepts, X12 EDI, HL7, Medicaid, and Medicare regulations.
- Monitored project progress through active participation in status meetings.
- Led requirement gathering and GAP analysis sessions for compliance updates.
- Delivered training on proposed applications to ensure stakeholder readiness.

Technical Expertise:
- Expertise in HL7, EDI (837P/I, 270/271, 276/277, 835), HIX, EMR/EHR, and PPACA.
- Prepared and validated test data for EDI transactions based on 5010 guides.
- Supported HIPAA 4010 to 5010 compliance to ensure regulatory adherence.

Certificates

EPIC HB Resolute
(Not Current)

EPIC Bridges
(Not Current)