**Anand N. Shivapurkar**

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*Proven experience of creating a pool of potential customers across domains / Major skills include pre-sales proposals, handling customer conflict, identifying new business opportunities, maintaining client relationship, & excellent customer service.*

***Profile Snapshot***

**Core Competencies in…..**

* Administration management
* Business Development
* Team Management
* Drafting Winning Proposals
* Lead Generation
* Client Acquisitions
* Client Retention
* Development in New Markets
* Strategy Formulation
* EMR/EHR implementation
* Medical Billing/AR
* For US process
* Assisted in **NABH** implementation process in Bodyline hospital, Kanoria Hospital, Lifeline Hospital and GAMC

***Professional Experience***

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| Business Manager : Operations & Marketing: Gokul Ayurved and Multi-specialty Centre Ahmedabad June’21-current |

* Worked well independently and on a team to solve problems. Organized and prioritized work to complete assignments in a timely, efficient manner.
* Established brand new Ayurveda healthcare centre, taken as a project, guided to build interior medico centre.
* Set up internal operations inclusive EMR, Pathology Lab, SOP and amalgamated software with technical aspects for total satisfaction of patients services, and commercial business.
* Made mode of operation smooth within the centre with the implementation of Entry level NABH aspects under the guidance of NABH consultant.
* Co-ordinated with various doctors specialty wise and surrounding communities within assigned territory to bring in more awareness about the Ayurveda services and its benefits. Provided co-economical background to doctors and patients.

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| Manager Operations & Marketing : Lifeline Multispecialty Hospital Ahmedabad Jan’20-June’21 |

* Served as a liaison among governing boards, medical staff, and department managers. Organized, controlled, and coordinated services as per the hospital board regulations.
* Oversee the development and implementation of programs and policies for patient services, quality assurance, public relations, and department activities.
* Evaluated personnel and prepare daily reports. Assisted with recruitment, consenting, screening, and enrolment of personnel.
* Authorized admissions/treatment as per agreed protocols.
* Ensured that stock levels are adequate and orders are made on time. Communicated medical results to patients under clinical supervision. Completed timely and accurate documentation of patient visits.

Chief Administrator & Marketing (Corporate& commercial business): ***Kanoria Hospital & Research Centre:*** Feb’14– Dec’19

* Oversee and accountable for heading all the specialty wise department maintained daily operational activities, headed Admissions through EMR and EHR software. Headed ICU, Ambulance Services medical records.
* Stream lined marketing and administrative operations of the facilities to enhance and support a cohesive and efficient environment. Monitoring the marketing, billing, Cashless TPA and accounts receivable operations diligently handling end to end process with strategic planning.
* Ensuring streamlined fetching of new projects on behalf of the company by doing MOUs.
* Grabbing onto other business openings including marketing liaisons or tie-ups for corporate companies.
* Adopted and set up process for MA-YOJANA and PM-JAY.
* Organized various business conferences for the doctors’ community to design sales policies and procedures.
* Purchase and procurement of necessary medical equipments to facilitate respective specialty wise department.

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| Marketing Manager – **SAL Hospital** Oct 2009 to Jan 2014 |

SAL hospital is the most prominent multispecialty specialty hospital located at Thaltej in Ahmedabad.

* Coordinated with various doctors specialty wise within assigned territory to bring in more and more critical cases of patients to SAL.
* Raised need of the doctors convincing by selling USPs/KRA of SAL hospital by creating win-win situation.
* Provided co-economical background to doctors and patients.
* Arranged orientation for doctors by their specialty wise. And developed relationship and built trust with doctors and with patients as well.
* Created corporate tie ups to ease the operational system with insurance companies for cash less facility e.g. PPN
* Major achievement for cardiac surgery, Cath lab, Neuro and many other specialties.
* Gathering doctors once in a month to deliver specialty wise new technical arrivals.

Project Mentor Operations–Fedora Solutions ***(Mumbai, India):*** (KPO) Jan 2006 to Sept 2009

**Key Deliverables:**

* Oversee medical billing in the interest of (CBCCA) Oncology Hematology specialty doctors and Billing (EV & BV, Billing & Posting, Account Receivable & client communication) management, in liaisoned with Agastha (EMR)
* Responsible for reviewing the physician’s coding at the time of charge entry to ensure accuracy, timely payments, and to maximize revenue.
* Responsible for submitting insurance claims within 48 hours
* Mentoring a team of 25 staff members while generating an entire base for operational management of billing aspects.
* A good understanding of the current Medicare Compliance and HIPAA regulations.

***Academics***

* **Advanced Certificate course in NABH**  from Medvarsity 2020
* Pursuing **Certificate course in Medical Tourism** from Medvarsity 2020
* **MBA (Marketing)** | National Academy for Planning & Management 2006
* **Bachelor of Science (Chemistry)** | Hemchandracharya North Gujarat University, Patan, North Gujarat 1997

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| **Training under gone** |

* **Content writing from Henry Harvin|** Blog writing | Copy writing Etc…2019
* **Appeared for Six Sigma GB** | Certificate received for workshop attended in June 2017

***Technical Expertise***

* MS Office Tools, Advanced MS Excel, MIS, and Typing Speed 60 wpm

***Skills***

Customer service skills, Strong communication skills, ability to work in a team, Multitasking skills etc…

***Personal Dossier***

* **Date of Birth** : 21st March, 1975 |**Languages Known**: Marathi, English, Gujarati, and Hindi |**Marital Status**: Married |**Interests**: Singing, Cooking, and House-Keeping |**Passport Details**: B-5842431 |**Nationality**: Indian