

Pankaj Prasad Panchwagh

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Flat No. 02, Yuvraj Housing Society Ltd, Sterling Nisarg A, Near Kailas Jeevan Factory, Benkar Nagar, Dhayari, Pune-411041

1) Organization : One Life Home Healthcare

Designation: Sales Manager

Period: (Sept- 2022 to March 2023)

- * Meeting Hospital decision making person for empanelment of Corporate Hospitals.
- * Meeting Nursing Head & Nursing Staff for referring the patient.
- * Meeting Neuro, Intensivists, Transplant Surgeons for referring the patients.
- * Generation Organic Leads & Conversion of Organic & Digital Leads
- * Arranging CME & CNE campaigns for Brand building
- * Maintaining Client Relationships with existing & New clients.
- * Addressing the gap, Identifying the client requirement & providing service to the clients accordingly.
- * Coordinating with Nurse Manager to check the availability of nursing staff.
- * Contacting patients relatives of the patients to avail & renew the service.
- * Onboarding, renewal of services & Payment follow – up.
- * Taking Feedback from Patient & Their relatives for improvement in services.
- * Competition analysis

2) Organization : Cresco Healthcare

Designation: Marketing Manager

Period: (November- 2021 to September 2022)

- * Branding & Advertising
- * Empanelment & Renewal with Hospitals, Corporate companies, Insurance, TPA & Aggregators.
- * Customer Acquisition
- * To build good & Quality relations with customers & vendors.
- * Meeting decision making authority people CEO, Medical Director, HR Head, Pathology head for empanelment
- * Commercial Negotiations
- * Implementing timelines with all accounts
- * Maintaining Client relationships with existing & New Clients.
- * Developing & maintaining pipeline for generating & increase sales
- * Organising Onsite Health Check up camps & Blood donation camps in residential societies & corporate companies.

3) Organization: Chellaram Hospital

Period: 2.6 Years (Sept. 2017 to March 2020)

Designation: Sr. Marketing Executive

- * Branding & Advertising
- * Empanelment & Renewal of Agreements for Insurance, TPA & Corporate companies.
- * Handling Social Media Marketing (Facebook, Instagram, LinkedIn)
- * Facebook Paid & Free Campaign,
- * Instagram & LinkedIn Marketing
- * Google My Business page handling
- * SMS, Whats'App & E-mail Marketing
- * Actively looking out Major Customers, Buyers & maintaining good relationships.
- * Maintaining daily Data of Admitted & discharge patients.
- * Coordination with Consultants
- * Patient claim & Payment settlement from Insurance,TPA & Corporates.
- * Payment follow up from Insurance, TPA & Corporate Companies.
- * Query reply from Doctors asked by Insurance/TPA companies for Pre – Auth to Final approval.
- * OPD/IPD Patients Feedback for Improvement in services.
- * Managing & guiding a team of Sales for achieving Sales Goals.
- * Working with IT team, Reception team for arranging & conducting activity.
- * Building & maintaining relationships with customers.
- * Identifying new accounts targeting key opinion leaders for closing the deal
- * Engaging & strategizing senior executives of client companies
- * Initiating conversations & spreading positive awareness about the company.
- * Coordinating with Vendors, receiving quotations & doing negotiation.
- * Making facility is operating efficiently and providing adequate medical treatment to the patients.
- * Health check-up camps in hospital, residential societies & Corporate companies.
- * Onsite Health check-up camp Manager.
- * Building effective communication with creative team to offering matches market demand
- * Meeting Doctors for Patient referral to the hospital.
- * Doctor empanelment with Hospital as per requirement of specialty wise.
- * Campaigns for patients for Health check-up camps.
- * Arranging CME/Webinar

4) Organization : MMF Hospitals Association (Joshi & Ratna Hospital)

Period : March 2020 to Sept. 2021

Designation : Marketing Officer

- * Empanelment & Renewal with Corporate companies, Health Insurance companies & TPA.
- * Query reply from Doctors asked by Insurance/TPA companies for Pre – Auth to Final approval.
- * Patient claim & Payment settlement & Payment follow up from Insurance & TPA
- * Health check-up camps in hospital, residential societies & Corporate companies.
- * Marketing Campaigns for patients for Health Check-up camps.
- * Onsite Wellness Activity Manager & Covid Vaccination Onsite Incharge
- * Social Media Marketing
- * Website handling, Facebook, SMS & E-mail Marketing
- * Maintaining & developing relationship with Clients & Vendors
- * Developing client services & communicating with clients to understand the expectations for accurate implementation.
- * Conducting proper feedback to support functions for effective operations & for improvement.
- * Arranging CME/Webinar for Doctors.
- * Working with Publishing material of the hospital booklet, leaflet, brochure, files, pharmacy pouches & OPD & IPD patients file
- * IPD & OPD patients feedback for improvement in services
- * Pathology & RT- PCR reports sending to the Covid -19 positive patients on Email Id
- * Maintaining daily data of Admissions & Discharges

Pharmaceuticals Industry Experience as a Medical Representative

1) **Glenmark Pharmaceuticals Ltd.:** April 2016 to April 2017 as Field Sales Officer at Pune HQ working with Majesta Division Ascoril Cough Syrup brand.

2) **Ipca Laboratories Ltd:** December 2014 to April 2016 as Business Executive at Pune HQ working with New Division in Ophthalmology “Optima”

3) **Sunways India Pvt Ltd :** 3.6 Years June 2011 to December 2014 as Professional Services Representative at Pune HQ working with Ophthalmology Division.

Academic Profile:

- B.B.A.
SMU – DE (Distance Learning)
- H.S.C.
Pune Board.
- S.S.C.
Pune Board.

Declaration:

“I hereby declare that the information furnished above is true to the best of my knowledge.”

Pankaj Panchwagh