Dr. Tulsi Bhikadia

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SUMMARY

Product Manager with 3 years of experience in healthcare technology and digital therapeutics. Adept at customer-centric product execution, cross-functional collaboration, data based decision-making. Proven ability of wearing multiple hats to lead projects from concept to launch.

EXPERIENCE

Associate Product Manager, Everwell Health Solutions   Mar 2023 - Present
Everwell designs, builds and deploys user-centric technology for healthcare programs across the world.

Public Health | Ni-kshay | **Large Scale National TB Elimination Program supporting 9 crore people**
- Led development of product features in the Contract Management Module
    - Enabling **₹43L+ in invoice generation and 1.2L+ document uploads for ~35K patients**
    - Working closely with engineering, program, design, and external stakeholders
    - Delivered **training in 2 states to 50+ people** to ensure adoption of the module
- **Reduced on-call L2 tickets by 40%** by identifying and prioritizing high-impact fixes

Private sector new Initiatives | Asthma and Allergy Digital therapeutics | Product team
- **Conducted market research** for asthma and allergy DTx to identify product opportunities and build Proof of concepts
    - Attended industry conferences, built relationships with pulmonologists and developed marketing materials
    - Focused B2C app from general PHR to asthma care by introducing features like the Asthma Diary, weather widget
- Pediatric Asthma DTx, focus on parents of asthmatic kids
    - Developed Asthma education Program **(NPS: 8.25)** by getting certified as an Asthma educator
    - **Led the first 20 sessions** of the program and mentored another educator to scale the initiative.
    - Designed Asthma handbook for parents of asthmatic kids by taking inputs from KOLs
    - Organised Asthma Awareness program for **700+ students in school**
    - Achieved **20% conversion** for the Asthma education program, **70% B2B handbook sales** via pulmonologists.
- Allergy DTx, focus on helping patients get right Allergy care and Immunotherapy
    - Took patient lead calls, achieving **10% conversion for Allergy care** and Asthma education referrals
    - Facilitated immunotherapy initiation by coordinating with doctors and patients

Associate Product Manager, Medflix   May 2022 - Oct 2022
Medflix conducts live sessions for doctors to upskill.
- Increased **user engagement by 44% and retention by 30%** by launching an interactive Live Quiz feature.
- Achieved a **34.02% conversion in seat reservations** within two months by implementing UX enhancements.
- Strategically launched the Learning Goal Set feature, **achieving a 20% user adoption rate** in 15 days.

UX Associate, Medflix   Nov 2021 - Apr 2022
- Created UX flows, wireframes, UI mock-ups, and prototypes, enhancing design consistency and functionality. Conducted usability testing, focus group discussions to understand pain points, **maintained a 4.7 rating on Playstore**.

General Dentist, Saral Dental clinic   2020 - 2021

EDUCATION & CERTIFICATES

AMC Dental College and Hospital • **Bachelor's of Dental Surgery (BDS)**

Duke University | Coursera • **AI Product Management Specialization** *Certificate*

NEXTLEAP • **Product manager Fellowship** *Certificate*

Udemy • **Master SQL for Data Science** *Certificate*

IxDF • **Design Thinking** *Certificate*

SKILLS

SDLC • Agile • Roadmap Management • Stakeholder Communication • Design System Management • PRD • Sprint planning • Prioritization • SQL • Communication • UI-Mock-ups • User Research • Wireframing • Prototype • Usability testing • User interview • Data-based decisions • Market research • Attention to detail • User acceptance criteria • APIs and Integrations

TOOLS

Jira • Confluence • Gitlab • SQL • MS Word • Excel • Figma • Google Analytics • Mixpanel • Slack • Trello • PowerPoint • Matomo