

Dr. Aashi Sethiya (PT)

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

Master of Science (MS) in Health Informatics & Analytics, Concentration: Health Services Outcomes

Relevant Coursework: Business Analytics, Business Intelligence, Health Economics

Relevant Scores: GRE 313 (Quant: 164, Verbal: 149, AWA: 4.5)

Charlotte, NC

May 2025

PT SCHOOL & CENTER, SETH GSMC & KEM HOSPITAL

Bachelor's in Physiotherapy

Mumbai, India

May 2021

- GPA: 3.72 /4.00 (In-state rank: Top 5/50,000 in 2019, 2020)
- Research project: Correlation between smartphone usage and functional capacity in young adults, published in a national journal, and presented at two conferences

PROFESSIONAL EXPERIENCE

THE PHYSIOZEST

Founder & Editor

Mumbai, India

May 2021- Present

- Developed India's first interactive bi-monthly e-magazine & education platform for Indian physiotherapists & students with a 5000 subscribers while collaborating with experts to establish The PhysioZest as a prominent resource in the field of physiotherapy
- Recruited and mentored 60+ professionals, optimizing project outcomes and collaborating cross-functionally to deliver high-quality results in e-magazine content, multimedia, and social media management
- Implemented project management tools and agile methodologies (Jira, Kanban), resulting in a 20% reduction in project turnaround time and a 15% increase in task completion rate while developing standardized processes for efficient content creation, review, and publication
- Onboarded and collaborated with 50+ national and international resource persons to develop the structure, content and campaign strategy for 30+ masterclasses and mentorship programs, delivering valuable learning experiences for over 1000 participants
- Collaborated with a team of experts proficient in market segmentation techniques, such as customer profiling and trend analysis, to identify emerging trends and opportunities in the physiotherapy education and career growth sector
- Leveraged strategic partnerships with industry experts and organizations to secure sponsorships, resulting in a 0.5M revenue growth and 35% increase in readership
- Implemented Google Analytics tool and user feedback analysis to track user engagement and satisfaction, resulting in a 25% increase in session duration and a 15% decrease in bounce rates on the e-magazine and education platform

POSITIVE PHYSIOTHERAPY CLINIC

Physical Therapist

Mumbai, India

Aug 2021- Dec 2022

- Initiated and executed community events and digital campaigns with 1000+ participants resulting in a 35% increase in patient headcount within 6 months and generating additional revenue of INR 1.2 million
- Collaborated with and led a team of 5 therapists to utilize data-driven analysis and workflow redesign, resulting in a decrease of 50+ patient attritions per month and improved patient outcomes
- Developed customized treatment plans for 500+ patients, resulting in a 90% improvement in physical functioning and pain reduction, while administering sports injury rehabilitation for 40+ athletes, facilitating a high rate of return to pre-injury activity levels

GOVERNMENT OF INDIA COVID CAMP

On-field Data Procurement & Medical Expert

Mumbai, India

Jun 2020 - Jul 2020

- Assessed and screened over 1000 individuals for COVID-19 based on clinical parameters during the peak pandemic period, achieving an accuracy rate of 95% in identifying positive cases
- Collaborated with a diverse team of healthcare professionals to proactively identify and target 100+ emerging hotspots, leading to the testing and isolation of 300+ probable COVID-19 cases
- Applied on-field medical expertise for data collection, resulting in the successful identification and isolation of 50+ COVID-19 positive cases through effective contact tracing and containment strategies
- Streamlined data cleaning and organization processes, reducing the time taken for data reporting by 50%, thereby enabling the Government of India's COVID-19 response team to make informed decisions in a timely manner

SKILLS & INTERESTS

Relevant Skills: Data Analysis (Python, SQL, XML, Tableau, Power BI, HTML, Google Charts) **Interests:** Trekking & Martial Arts(4 moderate-hard Indian Terrain treks, Karate Black Belt), Mentoring(Part-time career counseling for Physiotherapy Graduates), Inspirational Writing(Consistent LinkedIn Content Creator)