

# Dr. Amarjot Bhullar

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Master of Public Health - MPH   PGIMER, CHD	2016-2018
Bachelors in Dentistry   BFUHS, PUNJAB	2010-2015
Online Course (Product Manager)   GLG	2022-2025
Online Course (Artificial Intelligence in Healthcare)   GLG	2022-2025
Online Course (Python)   GLG	2022-2025

## SUMMARY

Doctor with **6 years of work experience** in product/project/program; management/consulting services for start-ups, corporate, pharmaceuticals and Govt. across the healthcare industry, working on transformational strategies for clients/patients/customers, collaborating with cross-functional teams with diverse backgrounds in **client facing** roles in dynamic environments for B2B and B2C sales, marketing, creating new avenues & opportunities for higher revenues/outreach. Strong presentation, analytical skills having worked on artificial intelligence for prediction of disease burden and outcomes, communication, decision-making and interpersonal skills.

Keen interest in health program/project/product management/marketing and **business strategy** roles for B2B & B2C Medico Marketing, go-to market strategy, Health Economics, Medical Management roles.



WNS(GSK GLOBAL) | ASSISTANT MANAGER

Jan, 2022-Present

- **Pipeline deck molecules (Oncology therapy-non-disclosure information)**
  - Engaging with multiple stakeholders, for B2B product vision: US and UK clients, market/sales pricing product business teams for products positioning/scope/opportunities as per market standards across geographies.
- **Established products (Oncology therapy-Breast Cancer)**
  - Market research, analyzing complex data, information/insights, white paper for **commercial strategies and implementation, go-to-market strategy**.
  - Developing operating models in Oncology business units, **assessing competitive responses** using CI tools, **identifying market attractiveness opportunities and potential risks**.
  - Product vision, to structure high impact solutions for clients and increase sales, **impact in market**, streamlining projects and executing **transformational change plans for B2C sales**.



ABBOTT EPD | REGIONAL MEDICAL ADVISOR

Jan20 - Dec, 2021

- **Established Products (Gastrointestinal therapy in Central India (300 crore INR businesses))**
  - **Engagement (multiple stakeholders:** govt.ins/ pharmacies/ doctors/market/pricing/product/sales/business teams). Increased B2C engagement, to help achieve sustainable growth (~11%) in market for IBD, IBS products.(2020-2022)
  - **Strategy/Insights/Market research/Product positioning/scoping,** Generated key medical insights for B2C **commercial strategies and implementation, go-to market strategy** in constipation, piles areas, pancreatic line therapy for sustainable revenue in Q1, Q2(2021)-T2, T3 cities.
  - Designed infographics for customer/stakeholder engagement for pancreatic care in line with business units therapy.(IBS, Liver and Biliary diseases)
  - Identified company's **key cost (marketing) and value drivers**(KOL engagement/CMEs) as per priority and influence on business performance in Florachamp, Duphalac, Duphalac bulk projects.
  - Insights from market wrt PERT therapy PL (now available in 10, 20, 40k units for patient compliance)

- **Duphaston Blitz Product: Women's Health (25 cr INR Central India), Q1,Q3 (2021-T1,T2,T3 cities)**
  - Engaged and brought potential opportunities to sustain sales, analyzing data sets, research, production, marketing & developed tools for use for sales team against competitors providing scientific acumen, executed a transformational change plan(phygital mode of KOL outreach) as per business needs.



**PSMRI(CSR PROJECT) | Program Associate/Consultant-ADT/SATH**

**Sep18 - Dec20**

- **MMU/ SATH-MoU extension**
  - **Worked in cross-functional projects across multidisciplinary teams:** operations, finance, procurement, software, pharmacy, govt. bodies and carried out Cost analysis of MMU program(~11crore project of 9 yrs), comparing against identified its key cost drivers, pitched and implemented(NITI AAYOG) for ~3 year extension(till 2021)
  - **Comparator costs against US healthcare ecosystem, payer provider gap, utility, health insurance(QALY/DALYs)** for use by clients for strategy, implementation and greater impact in WDF(Diabetes) & MMU project.
- **Cancer screening/Eye/Diabetes/Hypertension**
  - Upscaled screening, **developed strategies and operating models** for increased outreach(~30% similar costs). Determined prevalence burden using Artificial Intelligence and machine learning tools.
  - Identified duplication of services (using ARC-GIS softwares), use of 2 wheelers for pt outreach in remote areas.
  - Budget Impact Analysis/Cost effectiveness/utility analysis carried out to proportionate costs per head.



**THE HEALTHY BILLION | CLINICAL RESEARCH INTERN**

**Dec17- March18**

- Worked with diverse teams; software, data science, sales, developed insights from complex quantitative data, white papers for Clients to develop strategies for their businesses: BMD, Osteoporosis, Diabetes, infectious diseases.
- Prediction of patient burden using Artificial Intelligence tools for supply chain maintenance.
- **PEP (Patient Engagement Portal)** for patient education: medical content and info-graphics delivering more effective, personalized patient outcomes for Diabetes patients, sending messages daily (wats app,SMS) for personalized patient care, engagement, compliance and B2C sales.
- Developed **research proposals, assets and methodologies**, point-of-view, internal tools for furthering partnership and building new opportunities for start-up.



**VOLUNTARY WORK-PGIMER CHANDIGARH**

**AUG16-SEP18**

- **Project Lead** **May-Aug18**  
Documented proposals, mapped study areas, trained team for data collection in projects in Department of Psychiatry Project: Community Attitude towards Mental Health among residents of Rural Punjab.  
Mental Health Literacy among students in Rural Punjab aged 14-17.  
Old age Abuse among residents of Rural Punjab aged 65+ (using PHQ (Physical Health questionnaire), GAD-7 scale (General Anxiety Disorder).
- **Assessor PGIMER** **Dec-Feb17**  
**Field work and data collection in project:** *"Assessment for accreditation and comparative analysis of health profile in schools of Chandigarh"* funded by ICMR.  
**Key Achievements:** Report on grading of schools - Bronze, Silver, Gold and Platinum
- **Dengue, Malaria Surveillance** **Aug16-Feb17**  
Door to door campaign and surveillance for the project, worked as field worker in PGIMER, Sec15, 11
- **Assistant hospital administrator (Civil Hospital, Bathinda)** **Jan-June16**

**AWARDS AND ACCOLADES**

- PASSED WITH DISTINCTION IN EPIDEMIOLOGY & BIOSTATS FROM PGIMER, CHANDIGARH
- WON SILVER LEVEL AWARD FOR EXCELLENCE BY ASS. DIRECTOR.(ABBOTT)
- WON SILVER LEVEL AWARD FOR EXCELLENCE BY HEAD MEDICAL AFFAIRS
- WON SILVER LEVEL AWARD FOR EXCELLENCE BY COMMERCIAL DIRECTOR
- WON GOLDEN AWARD FOR EXCELLENCE BY CEO.(PSMRI)