



NARESH SADULA

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- Goal-oriented professional with nearly 15 years of experience (with 10 years of experience in Pharma Sales and 5 Plus years' Experience in Healthcare Operations & Sales) targeting assignments in Sales & Marketing with an organization of repute
Location Preference: Hyderabad/Secunderabad

PROFILE SUMMARY

- Skilled in designing, developing & executing various **Business-led Programs** for enhancing organizational competencies & establishing high performance mindset
- Hands-on experience in managing budgets, **business continuity plan, business transformation, business process reengineering, continuous process improvement and implementing best practices** across processes
- Leveraging skills in **managing business development**, identifying & developing new markets, lead generation, client retention, **achieving targets for the Hospitals and Clinics**
- Developed and implemented commercial strategies to **increase Clinic Business from 4 lakhs to 30 lakhs within the span of 20 months** for assigned key customers and geographic areas
- Drove the **successful creation of a new distribution channel in Telangana region** which involves defining and implementing new processes, designing market coverage plans, taking all stakeholders along & sharing company vision
- Exceptionally **well-organized with a track record** that demonstrates self-motivation, creativity & initiative to achieve personal & corporate goals

CORE COMPETENCIES

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|-------------------------------------|---|
| • Vendor Management | Strategy Planning & MIS Reporting |
| • Team Building & Leadership | Staff Training & Development |
| • People Management | Public & Community Relations |
| • Decision Making & Problem-Solving | Lead Generation & Relationship Management |
| • Profit & Loss Management | Activity Planning and Implementation |

ORGANISATIONAL EXPERIENCE

AUGUST 2021 TO PRESENT: Gleneagles Global Hospital Lakdikapul Hyderabad

Key Result Areas' :

- Handling a Team of 10 Members in Ts and Ap & North Karnataka
- Preparing Annual Budget Plan as per Management Instructions and Assigning the Targets Associate wise
- Implementing the Strategies of the hospital to the trade Doctors on Regular basis
- Team Management and Monitoring of the timely Doctors' visits of everyone
- Identifying potential Hospitals and Conducting Outreach Clinics with the super specialist Doctors
- Conducting CME's and RTMs with Trade Doctors month on Month Basis
- Doctor Connectivity Programs with Inhouse Doctors in Outstations
- Providing Feedback to Referral Doctors About the Patients
- Responsible to deliver good Outpatients to Hospital by Conducting Community Connect and Nursing homes connect
- Responsible of Converting B and C category Doctors and Maintain good Relationship with A category Doctors
- Responsible of Getting New Leads for Liver Transplant & Kidney Transplant Cases from Ap & Telangana Region

FEBRUARY 2020 To AUGUST 2021: OASIS FERTILITY CENTER, GACHIBOWLI as a Centre Manager :

Key Result Area's:

- Based on strategic plan prepare the Annual Operating Budget and performance targets for the center in collaboration with Regional heads,
- Devise and implement action plans for achievement of financial targets of the center
- Oversee the processes, procedures, equipment, and other facilities employed in IVF and ensure highest standards are followed. Ensure that in cases of IVF failure the necessary formalities & policies are followed, and the agreed reimbursements are made
- Ensure timely documentation is followed by consultants/doctors, RMOs/Clinical Coordinators, Counselors, Nurses, Pharmacists, embryologists. Ensure high standards of hygiene and cleanliness to avoid hospital acquired infections. Oversee safekeeping of center medical records and always ensure availability of the same for auditing & reference purposes
- Maintain a database of total no of cases referred, direct walk ins, patient referral, successful ones, failure rate, reasons for failure and regularly update it to the Medical Director, maintain an efficient patient feedback and response system to ensure patient issues being resolved in timely manner. Oversee procurement, materials management and inventory management and ensure cost effectiveness
- Coordinate with the Center Medical & Quality Manager and ensure that all clinical policies and procedures within the Center meets the requirements of NABH, State/Local rules & regulations and other licensing or accrediting bodies. Initiate periodic clinical and medical reviews along with the Medical Advisory Board and ensure timely execution of the initiatives/follow ups
- Undertake cost optimization initiatives such as reducing the usage of consumables, monitoring Fixed & variable costs etc. Ensure that medical waste management system is ongoing according to standards
- Referral Doctors management and filed visits on every week and conducting Outreach clinics with the Clinical head to get new foot fall
- Conducting CME's and RTM 's with Referral Doctors and Facilitators
- Conducting Webinars and Health talks with Top Corporates
- Ensure that ethical Medical practice is followed at all times at the center. Interact with patients and attendants whenever required and establish a good rapport.

**May'17 To April 2019 Apollo Clinic Manikonda, Hyderabad
From April 2019 to February 2020 With Apollo Clinic Nallakunta As a Centre Manager:**

Key Result Areas:

- Managing functions pertaining to staffing, customer service, expenditure & accounts, statutory compliance, and security & safety through a team of 16 members and 30 doctors
- Meeting deadlines and turnaround time without compromising on quality norms and adhering to SLA
- Proactively building deeper strategic relationships at higher levels within the accounts, like C-suite level contacts for cross-selling/ up selling opportunities
- Increased business by running community camps, health awareness programs, enrollment drives; attracting leading consultants to practice at the clinic
- Highlights:
- Developed and implemented innovative retention strategies to achieve record 100% growth for Apollo Clinic 2017-18
- Championed performance-based investments, insights-driven marketing and long-term strategic business planning that led to improvements such as positive growth

Aug'07-May'17 with Dr.Reddys Laboratories Ltd., Karimnagar as Area Sales Manager

- Growth Path:
- Aug'07-Aug'10: Professional Service Representative-Tanuku Head Quarter
- Aug'10- Mar'15: Professional Service Representative, Karimnagar
- Apr'15-May'17: Area Sales Manager

Key Result Areas :

- Arranged appointments with doctors, pharmacists, and hospital medical teams for creating awareness and promoting products; disseminated relevant product information and samples to medical professionals
- Hired the candidates by interviewing, evaluating their skills and maintaining best talent, for the job
- Organized conferences for doctors and other medical staff; built and maintained positive working relationships with medical staff and supporting administrative staff
- Provided high standards of on-going training (product) for medical representatives so that they were able to present information on the company's products in an accurate and balanced manner
- Developed detailed account strategies for key business through information gathering, competitive analysis, strategic plan formulation, identification of value proposition, sales budgeting & action plan initiatives and implementation
- Handled a Team of 6 Members and Business Volume of 1 crore per month

Highlights:

- Orchestrated the P&L of Apollo Clinic business, strategy and marketing for entire Consumer Lifestyle Sector; led the newly created Center Manager function
- Turned-around the Apollo clinic business from 4 lakhs to 30 lakhs with in the period of 20 months with 100% YOY growth
- Accelerated The Clinic revenues by Hiring Leading Practitioners nearby locations and increased clinic foot fall from 100 out patients foot fall to 2100 foot fall with in the span of 20 months
- Augmented clinic business By Local tie-ups there by increased the revenue for Clinic
- Ranked among top Apollo Clinic for the highest growth in the second year itself across pan india
- Managed The Team With 10 % Attrition which is very less in health care sector
- Conducted CMEs with the referral doctors of Nearby 5 kms area and created good awareness about the Clinic among the doctors there by generated Revenue with all the referral Doctors
- Attained various awards for Service Excellence, Customer service and got good feedback from top corporates by serving them with good service
- Contributed for excellent growth Different service lines like diagnostics, health checks, vaccinations, physiotherapy
- Ranked no 1 Clinic for Good Corporate & Retail Customer Service in Apollo Clinic Nallakunta

EDUCATION:

- MBA (Marketing/HR) from Kakatiya University in 2007
- B.Sc. (Computers) from Kakatiya University in 2005
- 12th from Board of Intermediate in 2002

PERSONAL DETAILS:

Date of Birth: : 27th August 1984
Languages Known : English, Telugu and Hindi
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