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D.O.B.: 11/04/1981

Passport No: N1654365 (Valid Employer's VISA plus Family VISA Status)

Valid Bahrain Driving License



Admin-Insurance Marketing, Approval & Coordination and Healthcare Business Development

A BRIEF OVERVIEW

- A result oriented professional with nearly 17 years experience in managing marketing
- Dealt at handling the Marketing processes. Proficiency in generating business from various clients by giving sales activities and achieving business targets.
- Skilled at analyzing market trends to provide critical inputs & formulating
- Marketing strategies.
- Maintaining cordial relationship with customers, ensuring quality and service norms to
- Achieve customer satisfaction and business retention.
- A keen planner and strategist with proven track records of consistently increasing the profitability of the company.
 - Leading & monitoring the performance of team members to ensure efficiency in meeting commitments.
 - Excellent relationship management skills with excellent communication and team management skills

KEY BUSINESS SKILLS

Strategic Planning

- Establishing corporate goals, short term and long term budgets and developing business plans for the achievement of these goals.
- Conducting market research and identifying potential categories of target segments.

Marketing

- Developing sales & marketing strategies to build consumer preference and driving volumes.
- Providing direction to team members to execute promotions vide Road Shows.

Business Development

- Exploring potential business avenues & managing marketing operations for achieving increased business growth & initiating market development efforts.
- Analyzing latest marketing trends & tracking competitors' activities & providing valuable inputs for fine tuning sales & marketing strategies.

Brand Management

- Conceptualizing and implementing sales promotional activities for brand building & market Development.
- Ensuring maximum brand visibility and capturing optimum market shares.

Channel Management

- Developing policy and methodology to build up channel network.
- Appointing channel partners (Advisors).
- Evaluating their performance & monitoring Insurance sales and marketing activities.
- Implementing effective strategies to maximize sales.
- Training channel partners (Advisors) for updating process, product, policies & soft skills.

Client Relationship Management

- Managing customer service operations & ensuring customer satisfaction by achieving Service quality norms.
- Interacting & developing rapport with all external/internal constituents of client at all levels; for maximum client retention and achievement of revenues.
- Building & maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norm.
- Rendering valuable service in terms of investments options in Insurance.

Team Management

- Leading & monitoring the performance of 20 Assistant Relationship Officers with 6 Executives each under them.
- Identifying & implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.

CAREER HIGHLIGHTS:

Middle East Group of Hospital & Medical Centers, Bahrain: Jan 2020-till date)

Group Head-Marketing, Reporting to Chairman

Assigned for taking care of Admin-Operations, Marketing strategies, Business developments, Social media handling (24*7).

Bahrain Specialist Hospital & Clinics, Bahrain:

Head of Unit Operations, Marketing & Business Development (BSH Hospital & Riffa Clinic)

Reporting to CEO, Director Operations & Business Development, (Jan-2018-Jan 2020)

The role incumbent is responsible for Smooth operations of the clinics, to set the highest protocols and standards as per the policies laid down by the organization.

- Administrative Function (reporting of daily sales collection, deposits, invoices for payments notification to accounts/finance)
- NHRA Inspection and Quality Standard Checks as to match accreditation protocols.
- Marketing of the medical center by conducting medical camps (in-house & out-house)
- Planning of distribution of flyers
- Scheduling of Health Packages/Offers for Public Holidays
- Ensure the upkeep and inventory of fixed assets
- Ensure that stock accuracy is maintained throughout.
- Duty Scheduling & Training of the Customer Service Executives.
- Duty Scheduling & Coordinating with the GP's, Specialists and Visiting consultants.
- Duty Scheduling of Lab Technicians to ensure coverage during business hours
- Duty Scheduling of Drivers

- Duty Scheduling of Pharmacists
- Checking and Posting of Attendance with HR
- Coordinating with Unit Nursing coordinator
- Managing patient complaints with corrective measures, ensuring patient relationship to retain business.
- Manage Client relationships
- Marketing campaigns
- Events and Planning for Universities, Schools, Banks, Communities & Industrial companies.
- Involving & associating with MoH programs cooperation with BSH.
- Sign in Direct Billing Agreements with national— & international insurance companies to provide medical facilities to their members at BSH. Sign direct billing agreements with shipping companies— & military services. Sign direct agreements with private companies— & trade unions to use BSH facilities. Sign agreements with private doctors, clinics, private hospitals to use BSH facilities, e.g.— Using OT Rooms, and referring their patients to use BSH facilities, e.g. M.R.I., CT, Laboratory. Cooperating with Finance for Budget preparations— Team / Employment training/motivational programs (in House by weekly meetings) to— build team confidence.

Aster DM Healthcare, Bahrain:

An Unit InCharge-Operations for Aster Clinic Gudaibiya, since Sep'2014-Till date reporting to the Operations Head-UAE

The role is the highest role in operations of Aster medical center and primarily responsible for all clinic operations.

- Administrative Function (reporting of daily sales collection, deposits, invoices for payment notification to accounts/finance)
- NHRA Inspection and Quality Standard Checks as to match accreditation protocols.
- Marketing of the medical center by conducting medical camps (in-house & out-house)
- Planning of distribution of flyers
- Scheduling of Health Packages/Offers for Public Holidays
- Duty Scheduling & Training of the Customer Service Executives.
- Duty Scheduling & Coordinating with the GP's, Specialists and Visiting consultants.
- Duty Scheduling of Lab Technicians to ensure coverage during business hours
- Duty Scheduling of Drivers
- Duty Scheduling of Pharmacists
- Checking and Posting of Attendance with HR
- Coordinating with Unit Nursing coordinator
- **Assistance in Registration process**
 - Meet & Greet patients at the reception
 - Provide assistance to all walk in customers
 - Ask queries & direct patient to the related counters & help fulfill the processes & procedures for registration and ensure that all processes are properly completed
 - Guide in the fill up of registration, insurance & other forms in case CSEs are not available
- **Induction & orientation of New Doctors**

➤ **Waiting Line Management of the Patients**

- Interact with patients at the reception and understand the query
- Divide / Redirect patient flow among doctors as per the needs of the patients
- Control the crowd/ patient flow at the reception/counters

Bahrain Medical Society (Juffair):

Asst. Manager and Secretary for the BMS board members and committees-Dec'2013-Sep'2014

KIMS-Royal Bahrain Hospital (ACHSI Accredited), Salmaniya

Admin, Insurance & Marketing Coordinator (Approvals, Marketing, Claims Support)
Dec'2010 –Till Dec'2012

Reporting To: Admin Head, Medical Director, CEO, Finance Head (only for claims & Support in recovery with Insurance companies)

The Role (on Behalf of Admin Head)

- To verify claim forms of insurance on a daily basis on Behalf of Admin Head
- To check whether approvals are necessary for the recommended investigations
- Prior approvals taken through mails, online & through FAX
- Checking the rates of services with Hospital information System & sending approvals as per agreed price list with the insurance companies.
- Insurance marketing for the hospital & it's services offered to the corporate clients including medical checks ups & tie-up of insurance companies after signing the agreed discount by management.
- Maintaining of Insurance agreements.
- Having a thorough contact with all the insurance companies through phone & Mail & officially in person.
- Reporting to the Finance department
- Handling of special patient's cases for invoice submission to insurance companies & recovering the payments on time.
- Maintaining strict patient confidentiality.
- Making sure that a patient gets his/her approval on time to give a best care & compassionate services
- Dedicated to work to finish the pending works the same day.
- Believing that a satisfied patient is always a successful consistent customer.
- Developing new ideas to market exclusive products for corporate clients (after discussing with the management)

Achievements:

- Patient care services (Special Cases for recovery of accounts in Admin), Branding & Marketing of RBH since 2011, Tie-up with US Naval Base Health Clinic (Ambulance Support Contract-Renewed till date), Most number of Medical Camps across Bahrain, Initiated the Bahrain National Teams (FootBall, Volleyball, Hand Ball) Tie-Ups, Corporate Tie up (Shipping Companies, Zamil Commercial)

STAR HEALTH INSURANCE (ETA & Oman health Insurance GROUP) Oct'2008-Dec'2010

Manager-Corporate & Retail Sales, Chennai

The Role:

- Involved in servicing health insurance with scrutinizing & issuing of policy
- Handling a team of agents to source business
- A Top Performer of Mylapore branch resulting in getting good business has bagged awards for Division, & for Team.

India Info Line Company Limited (Tenkasi –Western Ghats Branch) Jan'07 – Sep'08
(Corporate Agents of ICICI Prudential Life Insurance Company)

Sales Manager

The Role:

- Involved in setting up productive relationship with Relationship Managers Executives, Developing, and managing & expanding market shares thereby achieving business & profitability targets.
- Notable Contributions
- Liaison with Relationship Managers and Executives.
- Recruiting Asst Relationship Managers and Executives from competitor market and current product for higher productivity.
- Relationship management with all existing clients for further investments and financial advice.
- Imparting training to the sales team to enhance the operational efficiency leading to increased profitability.

Achievements

- Closed Rs 2.7 Million as Team Target. Achieving 75% of my monthly targets consequently

ICICI Prudential Life Insurance company Limited (Madurai) Jan'04-Dec'06

Unit Manager-Corporate & Retail Sales

The Role:

- Handling the operations of the sales team of Insurance Advisors for selling insurance & insurance linked investment policies.

Notable Contributions

- Recruited Effective Insurance Advisors to build a strong sales network.
- Imparted training to the sales team for enhancing the performance.
- Liaison with Insurance Advisors & HNI's in the assigned region.
- Maintaining Advisor activation reports, Insurance reports and Business planning

Achievements

- Won 2 Contest from the day of joining including certificate of excellence signed duly by the CEO with a personal memento.

Akshaya Ford (Madurai) May'01-Dec'03

Senior Sales Consultant

The Role:

- Selling of Ford Automobile through walk-in customers and Corporate.

ACADEMIA

MBA (Finance) Madurai Kamaraj University (DLP), Madurai 2005

PGDCA National Bal Bhavan, Madurai 2002

B.Com (Office Management) M.S.S Wakf Board College, Madurai. 2001

IT SKILLS in MS Office Applications, Internet & other related applications.

LANGUAGES KNOWN: Hindi, Urdu, English, Malayalam, Tamizh,

Bahrain References:

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Dated:

SYEDTHAHIR