



Permanent Add:

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KALPESH PARMAR

Objective

Seeking a better position as a International Business Development / Hospital Management & Administrator in a reputed health center, where I can skillfully utilize my skills and abilities. Wishing to gain more experience in this profession by assisting the renowned medical practitioners.

Core Qualification

- Relationship management
- Communication and listening skills.
- International Business Development
- Leadership
- Hiring and training
- Staff development
- Regulatory compliance
- Operations Management
- Acute Care Facility

Experience

**September 2020 to till date at Zydus Medical College and Hospital,
Dahod – Gujarat**
Manager – Admin & PR

- Daily routine rounds to patients for their feedback / requirements / complaints etc.
- Assist with creation of residents' care plans.
- Create and maintain staff schedules, Duties and Leave.
- Monitor that all staff for their workplace and on other responsibilities
- Supervise and train staff.
- Coordinate services with other healthcare professionals.
- Develop collaborative relationships with appropriate physicians, pharmacy, home care agencies, local hospital and community based groups.
- Create and maintain medication administration log and resident files.
- Ensure patient's food and other requirements
- Ensure Canteen service, House keeping service and Security service, staff co-ordination, Department co-ordination
- Transport scheduling and log book

- Looking for Lift, Generator, CCTV, Computers, software, UPS, Fire extinguishers and all maintenance arrangement
- Supervise daily administrative operations
- Monitor expenses and suggest cost-effective alternatives
- Develop and implement effective policies for all operational procedures
- Monitor administrative staff's performance
- Resolve potential issues with patients

1st May 08 to Nov 2012 SHALBY HOSPITAL LIMITED Ahmedabad, India
Corporate Communications – Manager

May 2019 to May 2020 at Shalby Hospitals, Ahmedabad
Manager –International Business Development

- Preparing, planning and project managing the publication of all publicity material, including leaflets, posters, flyers, newsletters, e-newsletters, DVDs etc., to maximize brand promotion.
- Organizing Medical Camp and Communities talk and OPDs in Kenya & Nepal.
- Handling patient's queries (Direct / Social Media / Webchat)
- Planning and project managing marketing events, including conferences, seminars, receptions and exhibitions, and evaluating their success.
- Evaluating the effectiveness of all marketing activity.
- Sourcing and securing sponsorship & advertising opportunities.
- Developing and implementing an internal marketing programme.
- Plan, develop and deliver campaigns as agreed within timescales.
- Helping patients for their Medical Visa documents, Fund transfer, Admission, FRRO services etc.
- Responsible for marketing hospital services and increase the Awareness.
- Spearheads Branding activities and PR / Social Media Marketing / Digital Marketing
- Co-ordinates & leads all Media events such as press conference, media interview etc.
- Manage Print media advertising, Radio, TV Advertising, Hospital Newsletters and other promotional materials.
- Responsible for planning and execution of various events/across promotional opportunities etc.
- Manage Print media advertising, Hospitals Magazines & Newsletters
- To plan & conduct various events and promotional activities, i.e. CMEs, Workshops Camps, Public Awareness Program, Life - Style Management Program, Corporate/TPA Lectures, Promotional Events, CSR activities Etc.
- Maintaining client relationship – Meeting Primary Doctors to develop business.
- To find out new business Avenues for the business growth of the company.
- Provide support to develop and communicate information regarding new synergies.
- Manage 'Shalby Times' Magazine related work
- Direct relation with the patients for them interview and experienced.
- Manage Company's Advertisement for Local and International print media
- Video Editing and post production work on movies
- To formulate brand plan and propose various Marketing strategies in accordance to corporate policy.

Night Manager on duty

- Rounds of the whole hospital and check that everything is alright and the security guards are functioning at their workplace. Also taking the round of all Operation Theatres with OT Uniform.
- Checking the pressure of the Oxygen bank in the evening and the next morning.
- Monitor admissions and discharge processes of patients during the night.
- Manage emergency admission process of patient.
- Manage In case of surgery in night.
- Make a note in case the admission is a Medico Legal Case (MLC)
- Monitor if any ambulance is used to pick up or drop patients.
- Check the number of patients admitted in each ICU and the number of patients on ventilator.
- Visit the ICUs and ensure that the staff is working efficiently.
- Keeping the watch on imaging investigations done during the night.
- Checking that staff at critically important places is working properly.
- Check all engineering systems are working properly, in case there is any problem, the engineering department must be intimated.
- Ensure the availability of Medical Officers on all floors.
- Ensure the highest level of neatness and cleanliness in the hospital.
- Helping in case of patient's death for mortuary service and transportation.

November 2018 to April 2019 Asian Bariatrics Hospital, Ahmedabad
Manager – DMS & International Marketing

- Co-ordinates & leads all Media events such as press conference, media interview etc.
- Manage Print media advertising, Radio, TV Advertising, Newsletters and other promotional materials.
- Responsible for planning and execution of various events/across promotional opportunities etc.
- Social Media Marketing / Digital Marketing
- Organized camp in different part of India to provide best services in needy patients.
- Manage Company's Advertisement for Local and International print media
- Video Editing and post production work on movies
- Helped in website development/updating
- Responsible for marketing and increase the Awareness.
- Spearheads Branding activities and PR
- Audio/Video Advertisement

December 2013 to September 2018 Pushya Hospital "A unit of Spine Clinic, Ahmedabad Pvt. Ltd."
General Manager

- Co-ordinates & leads all Media events such as press conference, media interview etc.
- Manage Print media advertising, Radio, TV Advertising, Newsletters and other promotional materials.
- Responsible for planning and execution of various events/across promotional

opportunities etc.

- Social Media Marketing / Digital Marketing
- Organized camp in different part of India to provide best services in needy patients.
- Organize Videography / Photography as needed including during surgery/Events etc.
- Manage Company's Advertisement for Local and International print media
- Video Editing and post production work on movies
- Helped in website development/updating
- Editor of Monthly E-News Letter (WHAT OUR PATIENTS SAY)
- Editor of Quarterly News Letter MAXPOSURE
- Responsible for marketing and increase the Awareness.
- Spearheads Branding activities and PR
- Audio/Video Advertisement

Marketing:

- Preparing, planning and project managing the publication of all publicity material, including leaflets, posters, flyers, newsletters, e-newsletters, DVDs etc., to maximize brand promotion.
- Arranging for the effective distribution of marketing materials.
- Creating marketing campaigns and seeing them through to execution.
- Creating and developing new innovative ways to communicate the organization's message to target audiences.
- Developing annual marketing plans and strategies.
- Planning and project managing marketing events, including conferences, seminars, receptions and exhibitions, and evaluating their success.
- Evaluating the effectiveness of all marketing activity.
- Developing and implementing an internal marketing programme.
- Plan, develop and deliver campaigns as agreed within timescales.
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers, donors and partner organizations.
- Sourcing and securing sponsorship & advertising opportunities.
- Creating, maintaining and updating the organization's website content and social media profiles.
- Marketing and Awareness through Social Media like, Face Book, Whats App, Twitter etc.

Administrating

- International patients for visa process.
- Arranging Pick-up and Drop facility of International Patients
- Arranging Hospital admission and Guest House Stay.

- Providing educational information in conjunction with direct care providers related to treatments, procedures, medications, and continuing care requirements.
- Monitors delivery of care by completing patient rounds; documenting care
- Identifying progress toward desired care outcomes
- Intervening to overcome deviations in the expected plan of care
- Reviewing the care plan with patients in conjunction with the direct care providers
- Interacting with involved departments to scheduling and completion of tests.
- Maintaining ongoing communication with utilization review staff regarding variances from the care plan or transfer/discharge plan.

Nov 2012 to December 2013 GCS MEDICAL COLLEGE, HOSPITAL & RESEARCH CENTRE, AHMEDABAD

Corporate Communications - Manager

- Record events with Companies through Photography, Videography and writing
- Organize Videography / Photography as needed including during surgery/Events etc.
- Manage Company's Advertisement for Local and International print media
- Video Editing and post production work on movies
- Website development/updating
- Creating In-house Magazine
- Creation, editing and maintaining in-house Books and Forms
- Brochures, Advertisements & Pamphlets etc.
- Audio/Video Advertisement
- 3 Senior Executive and 2 Executive reports to me.
- Direct relation with the patients for them interview and experienced.

1st April 2007 to 30th April 2008 SAL HOSPITAL Ahmedabad, India
MT In-charge

- Listen to the recorded dictation of a doctor or other healthcare professional
- Transcribe and interpret the dictation into diagnostic test results, operative reports, referral letters, and other documents
- Review and edit drafts prepared by speech recognition software, making sure that the transcription is correct, complete, and has a consistent style
- Identify inconsistencies, errors, and missing information within a report that could compromise patient care
- Follow up with the healthcare provider to ensure the accuracy of the reports
- Follow patient confidentiality guidelines and legal documentation requirements
- Enter medical reports into electronic health records systems
- Created a tailor made solution in MS Access for MT's daily reports

March 06 to March 07 SHALBY HOSPITAL, Vijay Cross Roads, Ahmedabad
Hardware Engineer & Administrator

2000 to 2006 2003–Feb. 2006 LABH CONSTRUCTION & INDUSTRIES LTD.
Ahmedabad – Branding & Administrator

2000 to June 2003 India Campus Crusade for Christ, Pune (MH)
Administrator

Educational
Qualification

- **Bachelor of Arts – S.P University - Gujarat**
MBA in Hospital Management – Algappa Uni. Karaikudi, TN

Other Courses

- **DISM (Diploma in Information System Management)**
APTECH Computer, Nadiad.
- **D.T.P. & Graphics Design – HIS Computers, Nadiad.**
- **Hardware & Networking**

Summary

- **22 yrs. of experiences of Multi Speciality Hospitals,
International Organization, Ltd. Companies &
Christian Organization**