

Nitika Rana

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OBJECTIVE

Dynamic Healthcare Administrator with approximately 7 years of experience seeking a full-time position in a progressive company committed to professional development and innovation. Proficient in medical operations, adept at fostering strong interpersonal relationships, and skilled in maintaining efficient and quality-driven hospital environments. Eager to contribute expertise and drive excellence in healthcare administration.

SKILLS

- Strong Oral and Written Communication
- Client-Focused Approach
- Proficient in Developing and Implementing Policies and Procedures
- Skilled in Hospital Coordination
- Knowledgeable in Quality Assurance Controls
- Experienced in Employee Retention Strategies
- Results-Oriented with a Focus on Achieving Objectives
- Proficient in Performance Metrics Analysis
- Excellent Interpersonal Communication Skills
- Ability to Foster Positive Patient Relations
- Effective Time Management Skills
- Quick Learner and Adaptability to New Situations

EDUCATION AND TRAINING

Bachelor's of Business Administration **2012-2015**
Bhai Parmanand Institute of Business Studies, Guru Gobind Singh IP University, India

Senior Secondary: Mount Carmel School, Delhi, India **2011-2012**
Central Board of Secondary Education

Secondary School: Mount Carmel School, Delhi, India **2009-2010**
Central Board of Secondary Education

NABH Certificate in Clinical Audit
Member of CAHO

EXPERIENCE

Business Head & Counsellor- Dev Ivf and Test Tube baby Center (New Delhi, DL) March 2017 – November 2017

1. **Sustainable Growth:** Develop strategies to achieve consistent and sustainable growth in revenue, market share, and brand recognition.
2. **Profitability:** Increase profitability by optimizing operational efficiency, reducing costs, and maximizing revenue streams.
3. **Customer Satisfaction:** Enhance customer satisfaction through exceptional service delivery, personalized experiences, and continuous improvement initiatives.
4. **Market Expansion:** Identify and capitalize on new market opportunities to expand the company's reach and diversify its customer base.

5. **Innovation:** Foster a culture of innovation to continuously improve products, services, and processes, staying ahead of competitors and meeting evolving customer needs.
6. **Market Analysis:** Conduct comprehensive market research to identify trends, opportunities, and potential threats, informing strategic decision-making.
7. **Strategic Partnerships:** Form strategic partnerships and alliances to leverage complementary strengths, expand market reach, and enhance competitiveness.
8. **Marketing Campaigns:** Develop and implement targeted marketing campaigns, including digital and traditional channels, to increase brand visibility and attract new customers.
9. **Operational Efficiency:** Streamline processes, optimize resource allocation, and implement technology solutions to improve operational efficiency and productivity.
10. **Financial Planning:** Develop financial forecasts, budgets, and investment strategies to support business objectives and ensure long-term financial sustainability.
11. **Supply Chain Optimization:** Manage relationships with suppliers and vendors to optimize procurement processes, minimize costs, and ensure timely delivery of goods and services.
12. **Capacity Planning:** Anticipate and plan for future resource needs, including staffing, materials, and equipment, to support business growth and scalability.
13. **Process Improvement:** Continuously evaluate and improve operational processes to enhance efficiency, quality, and customer satisfaction.
14. **Performance Monitoring:** Implement key performance indicators (KPIs) and metrics to track performance against goals, identify areas for improvement, and drive accountability.
15. **Risk Management:** Identify and mitigate operational risks, ensuring business continuity and compliance with regulatory requirements.
16. **Cross-Functional Collaboration:** Foster collaboration and communication across departments to optimize resource utilization and achieve shared objectives.
17. **Event Organization:** Plan and execute marketing events, such as camps and conferences, to promote brand awareness, generate leads, and drive sales.
18. **Market Research:** Conduct market research to identify target demographics, understand customer needs, and tailor marketing strategies accordingly.
19. **Conversion Optimization:** Train sales teams to effectively communicate value propositions, overcome objections, and increase conversion rates of prospective customers.
20. **Customer Relationship Management:** Implement CRM systems and processes to manage customer interactions, track sales opportunities, and nurture long-term relationships.
21. **Legal Compliance:** Ensure compliance with relevant laws, regulations, and industry standards to mitigate legal risks and maintain the company's reputation and integrity.
22. **Ethical Practices:** Promote ethical behaviour and integrity throughout the organization, fostering trust with customers, employees, and stakeholders.
23. **Data Security:** Implement robust data security measures to protect sensitive information and uphold customer privacy rights.
24. **Corporate Governance:** Establish transparent governance structures and processes to ensure accountability, integrity, and ethical decision-making at all levels of the organization.

Centre Head - Dev Ivf and Test Tube baby Centre (New Delhi, DL) November 2017 – June 2019

1. **Financial Target Achievement:** Achieve and surpass financial targets for both centres through strategic planning and execution.
2. **Patient Counselling and Conversion:** Provide transparent counselling to patients and their families about IVF procedures, risks, and costs to ensure informed decision-making and increase conversion rates of appropriate cases.
3. **Operational Excellence:** Ensure efficient coordination between medical staff, maintain accurate patient records, oversee processes and procedures, and uphold the highest standards of hygiene and cleanliness to optimize patient care and minimize risks.

4. **Revenue Growth:** Develop and implement strategies to increase annual revenue by attracting more patients, optimizing resource utilization, and improving operational efficiency.
5. **Referral Management:** Facilitate engagement with referring OB-GYN specialists, ensuring seamless coordination and communication throughout the patient journey.
6. **Compliance and Quality Assurance:** Ensure compliance with medical standards, ethical practices, and legal requirements while maintaining the highest quality of care.
7. **Patient Experience:** Enhance patient satisfaction through efficient processes, timely communication, and responsive feedback mechanisms.
8. **Brand Building and Marketing:** Establish and promote the company's brand in the local area through targeted marketing campaigns, including camps and community engagement initiative.
9. **Timely Renewals:** Regularly review and monitor all statutory requirements, including licenses, permits, and certifications, ensuring timely renewals to maintain legal compliance.
10. **Compliance Monitoring:** Establish a robust system for tracking and managing compliance deadlines, conducting regular audits to identify any potential gaps or risks.
11. **Risk Assessment:** Proactively assess regulatory changes and potential compliance risks, escalating any identified issues or concerns to senior management for timely resolution.
12. **Documentation Management:** Maintain comprehensive records of all statutory compliances and renewals, ensuring accessibility for audits and regulatory inspections.
13. **Periodic Reports:** Prepare and distribute periodic reports to senior management, summarizing key performance indicators, compliance status, and progress on strategic initiatives.
14. **Initiative Driving:** Drive new initiatives aimed at enhancing patient satisfaction, improving service excellence, and optimizing costs, leveraging insights from reports and stakeholder feedback.
15. **Data Analysis:** Conduct thorough analysis of data to identify trends, opportunities, and areas for improvement, informing decision-making and strategy development.
16. **Performance Tracking:** Monitor the effectiveness of implemented initiatives through ongoing performance tracking and measurement, adjusting strategies as needed to achieve desired outcomes.

Operations Head – Mata Roop Rani Maggo Hospital July 2019 to August 2022

Administrative Duties:

- Maintained meticulous inventory of medical equipment and supplies, ensuring optimal stock levels and timely replenishment to meet patient needs.
- Developed and maintained staff schedules, ensuring adequate coverage and seamless patient care delivery.
- Updated and maintained accurate patient records, meticulously adhering to regulatory requirements and quality standards.
- Acted as a primary information resource for patients and healthcare workers, promptly addressing inquiries and providing guidance as needed.

Financial Duties:

- Efficiently managed medical supply procurement processes, optimizing costs while ensuring high-quality standards.
- Oversaw the revenue cycle, meticulously managing patient billing, claims submission, and reimbursement processes to maximize revenue.
- Implemented effective strategies to minimize denials and optimize reimbursement rates, contributing to financial sustainability.

Policy and Procedure Management:

- Developed and implemented comprehensive healthcare facility policies and procedures, ensuring strict adherence to best practices and regulatory requirements.
- Monitored compliance with established policies and procedures, promptly addressing any instances of non-compliance.
- Continuously reviewed and updated policies to reflect changes in regulations and industry standards, ensuring operational excellence.

Healthcare Optimization:

- Identified and implemented innovative solutions to optimize healthcare delivery while reducing costs, including the introduction of telemedicine services and streamlining administrative processes.
- Developed and communicated departmental goals and objectives to healthcare workers, fostering a culture of continuous improvement and patient-centered care.

Staff Management:

- Successfully recruited, trained, and supervised healthcare workers, providing ongoing support and development opportunities to enhance performance and job satisfaction.
- Conducted regular performance evaluations and provided constructive feedback to encourage professional growth and excellence among staff members.

Accreditation and Quality Improvement:

- Directed the hospital accreditation program, ensuring strict compliance with accreditation standards and facilitating accreditation surveys.
- Led management improvement studies, identifying areas for enhancement and implementing quality improvement initiatives accordingly.

Liaison and Policy Formulation:

- Acted as a liaison between clinical staff and healthcare service recipients, addressing concerns and facilitating communication to improve patient care.
- Formulated, interpreted, and implemented policies to support effective healthcare administration and delivery.

Marketing Strategy Oversight:

- Reviewed and provided guidance on marketing strategies proposed by the marketing team, ensuring alignment with organizational goals and objectives.
- Contributed to optimizing marketing efforts and enhancing the healthcare facility's visibility and reputation.

Documentation and License Management:

- Managed necessary documentation and licenses required for hospital operations, ensuring timely renewal and strict compliance with regulatory standards.

Problem Solving and Workflow Improvement:

- Proactively solved problems and documented resolutions, identifying opportunities to improve workflow efficiency and patient outcomes.
- Communicated effectively with staff members to convey information and implement process improvements.

Database Management and Policy Implementation:

- Monitored multiple databases to track company inventories and operational metrics, facilitating data-driven decision-making.
- Developed and implemented policies and procedures to ensure effective hospital management, promoting regulatory compliance and patient safety.

Operations Head IVF – Mata Roop Rani Maggo Hospital July 2019 to till now

- **Location Setup:** Secure a suitable location for your IVF centre, ensuring it meets all necessary regulations and has the infrastructure required for a medical facility.
- **IVF Lab Setup:** Design and equip the IVF laboratory with state-of-the-art technology and equipment essential for successful fertility treatments.

- **Creating SOPs:** Develop Standard Operating Procedures (SOPs) for every aspect of your IVF centre's operations, ensuring consistency, efficiency, and compliance with regulatory standards.
- **Licensing and Accreditations:** Obtain all the required licenses, permits, and accreditations from relevant regulatory bodies to operate legally and maintain high standards of patient care and safety.
- **Patient Counselling and Conversion:** Offer comprehensive counselling services to patients, guiding them through the IVF process, addressing their concerns, and helping them make informed decisions. Focus on converting potential patients into clients by demonstrating the benefits and success rates of your services.
- **Revenue Management:** Implement strategies to effectively manage revenue generation for the centre, including setting competitive pricing, optimizing resource utilization, and offering packages or discounts when appropriate.
- **Patient Footfall Management:** Develop marketing and outreach initiatives to attract patients to your IVF centre, leveraging both online and offline channels. Build a strong referral network with healthcare professionals and institutions to increase patient footfall.
- **Updating Authorities:** Keep relevant authorities informed about the progress of your IVF centre, including any changes in operations, personnel, or facilities. This ensures ongoing compliance and transparency with regulatory requirements.

Personnel Information

Date Of Birth : 30/08/1994

Father's Name: Dr I. M. Rana

Husband's Name : Mr. Akash Daniel

Marital Status : Married

Address : 4/68 B Gwalior Road Agra Fort Baluganj Agra 282003

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