

# Curriculum Vitae

## Ashok Kushwaha

S/o Sh.R.L.Kushwaha

E-mail: ashok.kushwaha@rediffmail.com

Cell phone: +91 93 500 02106

Block 12  
House No. 126  
Geeta Colony  
Delhi-110031



---

### Objective:

Senior Healthcare Marketing Professional with a proven innovative ability to identify and capitalize on emerging areas in Healthcare Industry and to drive revenue and profit growth in highly competitive marketplace of emerging technologies. Looking for a permanent role in an organization that can capitalize on my over a decade rich experience in Healthcare Marketing.

### Key Skills:

- New Business Development from entire north India and neighbouring countries.
- Handling advertising, public relations and publicity campaigns.
- Identifying new client pool, and emerging trends in Healthcare Marketing.
- Organizing Hospital-Patient interface events Tie –ups with Associations and Associate Hospitals.
- Strong customer and Patient relation Skills.
- Knowledgeable and skilled in working with Hospital department managers, physicians & administration to improve bottom line.

### Present Job Profile & more than 15 Years' Vast Experience:

- Since December 2013, as a Head- Marketing with Adiva Group of Hospitals, New Delhi
- 360 degree coverage for empanelled TPAs/ Corporates / Companies/Organizations / Establishments / Industries belonging to Govt. /Public, Semi-Private & Private Sectors and International Medical Insurance through their various mediators etc.
- Excellent Rapport with Regulatory and Statutory Bodies, Social Action Groups, leading Medical Specialists and Medical Establishments, various Health Schemes of Govt., Public Sector, TPA, NGOs and other Companies in North India.
- Empanelment of national & international repute and potential TPAs/Corporates/Companies/Organizations etc.
- Associated approximately 50 Business Associate for the patients who hail from the neighbouring countries like Afghanistan, Pakistan, Bangladesh etc.
- Efforts for the potential consultants of different speciality to put on the panel of regular Consultants or as courtesy Consultants of hospital.
- Out-door liaison in Medical Colleges, Govt. and well reputed Private Hospitals, Super-Specialists and Specialists of different fields of Medical through their respective speciality and super-speciality to establish professional relations in order to promote the hospital.

- In adjacent areas of the hospital, establish the professional relations with General Physicians, Specialists, Super-Specialists in private as well as Govt. Sector.
- Organize and manage, Indoor & Out-door Health Check-Up Camps/Public Lectures/stalls of all possible aspects of medical for public awareness and to create the friendly atmosphere in between hospital and patients, and establish patient level relationship with hospital.
- Organize CMEs for different topics, as per survey and need of local public and demand of local doctors in order to promote the hospital in association with different medical organizations, NGOs and branches of IMA in Delhi, NCR, Uttar Pradesh, Uttarakhand, Haryana, Punjab etc.
- Year 2015, 2014, 2013, 2012, 2011 First Prize Winner at NTPC Health Mela Badarpur catering quality healthcare services to masses.
- Conducted/participated in more than 500 events; Community Outreach Programmes, Health Talks, Health Fairs, Health Stalls, Health Awareness Campaigns, Scientific Sessions/CMEs, Conferences, Health Check Camps etc.
- Programme Co-coordinator for the National/International level Academic/Scientific Conferences/ Programmes/Research & Trails on different topics of Medical Sciences with National/ International Faculty Members.
- Handling all jobs related to Public Relations/Information through Media, Signboards, Hoardings, Signages, Banners, Booklets etc.
- Brand Image Building Campaigns in coordination with team members and media peoples from print media and electronic media etc.
- Make our strategic policies to promote the hospital after giving thoughts about competitors and their infrastructure & existing policies.
- Seriously collect all the grievances/suggestions from Patients, Doctors and Corporate Sectors; deeply analyze with management and sort out/follow them with effective solutions.
- Manage Performance in coordination with the team members.
- Review effectiveness of healthcare campaigns and take corrective actions.
- Administrative part as an additional charge and create friendly working atmosphere at work place in each department of hospital as well as among consultants.
- Identifying the improvement areas for each team members. Counselling/Training/Developing the team members.
- Comprehensive knowledge and processing of merger and acquisitions of any organisation.
- Very well versed to manage above all concerned jobs in computer environment.

**Past Working Experience with:**

- June 2010 to December 2013, as a Head-Healthcare Strategy & Development with Lions Kidney Hospital Urology Research Institute, New Delhi-110025.
- September 2008 to May 2010, Marketing in Managerial Capacity with Pushpawati Singhanian Research Institute, New Delhi-110017.
- September 2005 to August 2008, as a Head-Medical Services & Corporate Relations with Friends Medical Centre, New Delhi-110025.

- January 2004 to August 2005, as a Senior Manager-Corporate Relations with Metro Heart Institute, Noida-201301.
- January 1998 to December 2003, as an Assistant Manager-Hosp. Prom. & Corporate Relations with Anand Hospital (A Unit of Anand Health Care Limited) New Delhi-110092.

**Academic Qualification:**

- B.Sc. in Life Sciences (Botany, Zoology & Chemistry and Pre- Master with Zoology & Chemistry).
- M.Sc. in Disaster Management

**Professional Qualification:**

- Basics in MS-Office
- MBA in Hospital Management

**Personal Information:**

- Date of Birth July 31,1976
- Sex Male
- Marital status Married
- Religion Aryan
- Nationality Indian

**Personal Strength:**

- To excel in the field of Healthcare Promotion leave a mark of competency and integrity on all the projects.
- Excellent analyzing, understanding and interpreting skills along good communication ability.
- Hard working, confident individual who believe in allowing a balance in various aspects of the life and teamwork.
- Goal oriented with high professional standards.
- Ability to make decisions and follow through an effective solution.
- Discipline in thoughts and actions.

**Linguistic Skill:**

- Hindi & English

**Extra Curricular Activities:**

- Reading & Writing
- Discussion
- Internet Access
- Self-Analysis

**Present Salary & other Emoluments:**

- Annual Minimum Package Rs. 9.6 Lacs +Incentive
- LTA+ Miscellaneous Medical Expenses + Medical Insurance
- Dearness Allowance as per HR-Manual
- Actual out-door expenses of bus/train, taxi, rickshaw etc.
- Lodging Allowance for outdoor as per actual.
- Cell Phone expenses as per actual
- Working hours: 9.00 am to 5.00 pm and six days a week.
- Leaves; CL, SL, EL/PL, National and Festival/Restricted Holiday as per HR-Manual.

**Salary Expected:** Negotiable

**References:**

- **Dr.(Prof.) N.K.Mohanty** -Chairman Urology Sciences Adiva Group of Hospitals, New Delhi-110016
- **Dr.Dinesh Singh**-Director & Sr.Consultant Radiation Oncology,Action Cancer Hospital, New Delhi
- **Dr.(Prof.) A.K.Rathi**- Associate Professor & Sr. Consultant Radiation Oncology, MAMC,New Delhi
- **Dr.G.S.Kochhar**-Sr. Consultant Urology & Director, Lions Kidney Hospital, New Delhi-110025
- **Dr.S.K.Pal**-Sr. Consultant Urology & Director, Lions Kidney Hospital, New Delhi-110025
- **Dr.Alok Kr.Jha** -Director Endo-Urology Adiva Group of Hospitals, New Delhi-110016
- **Dr. Rajesh Taneja**- Sr. Consultant Dept. of Urology & Andrology, Apollo Hospital New Delhi-110076
- **Dr. K. N. Singh** - Sr. Consultant Dept. of Nephro & Renal Transplant, Apollo Hospital New Delhi-110076.
- **Dr.Anupam Bhargava** -Director & Sr. Consultant Urology, Saket City Hospital, New Delhi -110017
- **Dr.Manoj Kumar** - Sr. Consultant Dept. of Gastroenterology, PSRI New Delhi-110017
- **Dr.Sudeep Khanna** - Sr. Consultant Dept. of Gastroenterology, PSRI New Delhi-110017
- **Dr.Dinesh Singhal** - Sr. Consultant Surgical Gastro., Max Super Speciality Hospital, New Delhi-110017

**Place:** New Delhi

**Date:**

(Ashok Kushwaha)