

DIRECTOR OF BUSINESS DEVELOPMENT

Professional Summary

Extensive experience in LTAC Marketing in a hospital setting. Ability to build strong rapport with physicians, patient's families, case managers and health care community. Managed and lead team of clinical, admissions and marketing liaisons and efficiently communicated patients' needs to clinical staff. Expert in planning and executing marketing strategies to build relationships in new territories and increased referral sources. Track record of consistent growth in census of hospital through demonstrating strong professional relationships with referral sources and turn potential referrals into admissions. Self driven and innovative with a strong desire to compete with other LTACHs to increase hospital census. High recommendations by leading physicians based on performance and work ethics.

Highlights

- Excellent interpersonal communication skills with the ability to keep professionalism.
- Confident public speaker.
- Highly motivated marketer.
- Patient care oriented, increasing and securing walk-in tours for patients' families and catering to their needs.
- Cultural awareness and sensitivity towards patients and physicians.
- Trained by physicians and nurses to evaluate patients' charts and make recommendations for LTAC based on diagnoses.
- Proven ability to manage marketing team and yielding results.
- Strategically develops marketing plans.
- Track record of financial management by efficiently using budgets to organize networking events, company functions and annual galas.
- Effectively influences team members by showing motivation and drive to perform.
- Understands and explains the continuum of care model to patient families.
- Clinical knowledge in identifying LTAC patients with proper diagnoses and treatments.

Experience

04/2013 to 10/2014

Director of Business Development Company Name i¼ City , State

Managed and lead by example a team of qualified marketing and clinical liaisons and showed steady increase in census and market presence.

Accomplishments

- Opened doors to new Acute care hospitals that are now responsible for 5-10% of new LTAC admissions each month, for instance Angleton-Danbury Medical Center, Brazosport Regional Medical Center, University General Hospital and Memorial Hermann Medical Center.
- Brought on board several new physicians that specialize in the needs of long term acute care patients. This resulted in the higher referrals from the Acute care hospitals by these certain physicians and increased total number of admissions.
- Record rate of admissions and discharges beyond 26 day stay at the LTAC.
- Highest census to date since the opening of the establishment at over 88% for a continuous streak of 40+ days.
- Designed a processing system of new referrals which cut down the processing time of referrals from 72 hours to 12 hours or less, with over 90% referrals that turned in to same day admissions.
- Designed and printed a new and improved "LTACH Evaluation Status" sheet for patient charts which communication the status of referrals to the case managers and physicians efficiently, so that they don't have to follow up constantly with the admissions staff over the phone.
- Designed and uploaded a new company website that enables patients to do virtual tours, sign consents and view the directions to the hospital on the web. In addition, it is much more visibly pleasing compared to the older website and offers detailed information on private health care insurances accepted by the hospital and explains the services offered by the hospital including the "continuum of care" model.
- Designed and rented a full-size CBS Billboard for over one year in the Sugar Land on Hwy 6 and Hwy 99 intersection, to increase the market presence in the community.
- Catered special needs patients and their families with their requests in order to secure admissions, for instance; Halal or Kosher meals, Allowing only one family member to stay with the patient for the duration of stay etc.
- Initiated the tradition of annual company gala in which the doctors who actively contributed in the hospital referrals were recognized and presented with award and gifts. This also soon became a sought after event by the case manager and social workers to attend as it is a one of a kind evening, where guests are entertained with dances, live singing performances, five course dinner and an open bar.

Awards

Atrium Medical Center - Certificate of Recognition for outstanding performance.

January 2014

Education

2015

Bachelors of Science : Interdisciplinary Studies University of Houston-Downtown i¼ City , State , United States

Interdisciplinary Studies courses entails different areas of studies to provide a well rounded education that can be applied to many careers. Coursework included: communication, psychology, economics, and humanities.

Minor in Political Science

2012

Associate of Arts : General Studies Houston Community College System 1/4 City , State , United States

Houston Community College System - Honors 3.8 GPA

Member of Phi Theta Kappa

2010

General Studies Galveston College 1/4 City , State , United States

Galveston College

Dean's list for extraordinary academic performance

Photograph and article featured in Galveston county newspaper for excellent athletic performance in surfing course while earning college credits.

Languages

English, Hindi [India] and Urdu [Pakistan].

References

Abdul Hannan Khan, MD

Pulmonologist, Internal Medicine

37 Years of Experience

(281) 679-8282

Dr. Naveed Umer Farooq , MD

Infectious Disease

25 Years of Experience

(832) 723-7807

Dr. Suleman Lalani , MD

Internal Medicine

21 Years of Experience

(281) 491 - 3225

Dr. Sarfaraz Aly, MD

Internal Medicine, Infectious Disease Medicine

8 Years of Experience

(832) 886 - 4774

Tana Healy, MBA, RN, CCM

Director of Case Management West Houston Medical Center

(281) 588 - 8153

Edna Takahashi, RN

ICU Case Manager West Houston Medical Center

(281) 588 - 7834

Afsha Dawwa, RN

Case Manager Methodist Hospital Medical Center

(281) - 777 - 6237

Rachael Wheaton, LVN

Tomball Nursing and Rehab Center

(832) 498 - 5155

Note: Please use the alias JJ for verification.

Clients

West Houston Medical Center

Methodist Sugar Land Hospital

St. Luke's Hospital Sugar Land

Memorial Hermann Southwest Hospital

Angleton-Danbury Medical Center

Brazosport Regional Health System

Skills

Networking

Health Care

Patient Evaluation

Medicare Structure

Sales and Marketing

Personal Communication

Extensive Knowledge of IT

Operations and Management