

SONIYA MASUREKAR BICHU

Operations Head | Business Strategist | Revenue Growth Driver | IIM Lucknow

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Profile Summary

Mission-driven Executive with solid strategic leadership experience seeks opportunity as the Chief Operating Officer. Innovative thinker with vast expertise in operations, finance & business development. Strong understanding and commitment to providing patient-centered services. ensuring the organization remains an asset by delivering the highest level of service excellence.

Competency Matrix

- Healthcare Regulations
- Revenue Enhancement
- Growth Management
- Strategic Planning
- Team Management
- Budgeting & Forecasting
- Process Re-designing
- Project Management

Academics

- Global Senior Leadership Program from IIM Lucknow - 2025
- PG Diploma in Medico Legal System in July 2021 from Symbiosis University
- MBA – Healthcare Services in Nov 2012 from Sikkim Manipal University
- PG Diploma in Hospital Administration in May 2007 from Mumbai University
- Diploma in Human Resource Management in May 2006 from Welingkar's Institute
- BSc in Zoology in March 2005 from Mumbai University

KEY ROLES & RESPONSIBILITIES

- Primarily worked on the competitive pricing policies of the hospitals & the revenue generating models**
 - Formulation of complete service mix for the hospital
 - Designed lucrative packages for specialties like Oncology, Orthopaedics, Reconstruction Surgeries, Bone Marrow Transplant, HIPEC surgeries etc.
 - Focusing on the top line and the bottom-line revenue generations. Strategizing on the P & L of the hospitals.
 - Strategically developing the service mix to have positive impact on the revenue.
 - Prioritizing on the insurance pricing for the hospitals.
 - Utilising the government schemes for the under privileged patients
 - Revenue generating models for departments like PET CT, Diagnostics
 - Business models for third party associates like Advanced Imaging centres, AKD, tie-up with other hospitals for services not available at the hospital.
- Worked on the business conversions to meet the expected targets**
 - Developed and trained teams for conversion & retention of the business
 - Periodic analysis on the patient conversions and frank dropouts
 - Redefining the strategies for the dropouts
 - Managing the data matrix for department wise, specialty wise revenue generation
 - Redefining strategies based on the ALOS & the ARPOB of the hospital
- Planning & Execution**
 - Departments planning – Capital investments, Manpower planning with competency matrix, equipment planning etc.
 - Recruitments & Selection

- › Active participations in the Credentialing & Privileging process
- › Keeping abreast of the service mix with the expert clinical & non-clinical consultants

4. New Hospital Projects

- › Developing an entire new company for new projects
- › Till commissioning and making it a green field project
- › Developing the entire project plan with the business projections

5. Legal & Compliances

- › Close monitoring of the compliances with respect to all legal and statutory compliances of the organisation

6. Accreditations & certifications

- › Played a major role in hospital accreditations, ensured compliance, participated in clinical & non-clinical committees and closely monitored the quality department of the hospital.

7. Other Skills

- › Heavy emphasis on operations & finance.
- › Cultivated strong collaborative relationships with community organisations, government officials, and insurance companies.
- › Strengthened company's business by leading the planning, designing, and implementation of the strategic plan and the financial recovery plan.
- › Accountable for all business operations including overall customer satisfaction.
- › Transformed clinical & financial data into actionable descriptive analytics that streamlined the organizations strategic and tactical business decisions.
- › Worked on annual reports and charts analyzing work in Team, process, productivity, revenue recognition and expenses with the finance team.

EMPLOYMENT SCAN

- | | |
|---|----------------------|
| › Head – Operations & Strategy
Sujay Hospital, Juhu – Mumbai | March 2021 till date |
| › Manager – Clinical & Non-clinical Operations
HCG Cancer Centre, Borivali – Mumbai | July 2017 – Feb 2020 |
| › Manager – Operations & Marketing
Healthcare Consulting Services, Andheri – Mumbai | Nov 2015 – July 2017 |
| › Centre Head
Neway Hospitals, Vashi - Navi Mumbai | Feb 2013 – Dec 2013 |
| › Executive – Hospital Administration
Sir H. N. Hospital & Research Centre, Grant Road – Mumbai | Aug 2007 – Feb 2011 |

PROFESSIONAL MEMBERSHIPS

- › Consortium of Accredited Health Care Organizations (CAHO)
- › Association of Healthcare Providers (AHPI)
- › The International Society for Quality in Healthcare (ISQua)

ADD-ON PROGRAMS

- › Program on Implementation Edition 4th – NABH in November 2017
- › Master Class - Healthcare Management from IIM Shillong in December 2020