

MBA

Abu Dhabi, UAE

Nationality: USA

CHIEF EXECUTIVE OFFICER (CEO)

Accomplished, results-driven strategist with ability to leverage global industry trends to enhance brand value in local and regional markets offering proven success pioneering revenue cycle management concepts for UAE healthcare providers.

Dynamic and driven thought leader with passion for continuous process improvement and proven history of turning around failing businesses / business units while ensuring regulatory compliance. Honed interpersonal and communication skills in Arabic and English leveraged to build and inspire high-performance teams in matrix environments, forge relationships with strategic partners, and gain consensus among executive leaders. Passion for utilizing knowledge sharing, data analysis, and collaborative strategic execution to accelerate growth.

- Strategic Business Planning / Operations
- Key Performance Indicators (KPI)
- Cross-functional Team Leadership
- Marketing & Brand Positioning
- Budget Administration / P&L Management
- Regulatory & Vendor Relations
- New Business Development
- Customer Engagement / Success

Career Experience

IntuitionM, Abu Dhabi, UAE

Drive business transformation and profitability by meeting with clients to evaluate needs and capabilities, collaboratively restructuring policies & procedures, and enabling staff training to facilitate enterprise-wide adoption.

MANAGEMENT CONSULTANT (10/2018 to Present)

Inform key strategic decisions through expansive analysis of data gathered from on-site observation, deep dives into existing systems and training plans, and interviews with team members at all levels. Generate insightful reports for executive leaders with targeted recommendations aligned with overarching business objectives addressing product features and pricing, branding and positioning, marketing, and operations. Advance internal revenue generation and business stability by nurturing relationships with customers in differentiated vertical markets. Enhance regulatory compliance by updating quality control standards, methods, and procedures.

- ◆ Delivered 50% profitability increase for client by strategically revising pricing structure while concurrently addressing barriers to customer success and instituting changes promoting customer loyalty.
- ◆ Rapidly gained reputation as trusted advisor by leveraging analytical approach to problem solving coupled with years of experience to provide key clients with highly effective bespoke solutions.

Revage Healthcare Management / Novomed Centers, Dubai, UAE

Launched and executed business plans with specific focus on marketing and business development; advised Board of Directors on strategies supporting current and future business states following hands-on business establishment role.

CHIEF EXECUTIVE OFFICER (CEO) / CHIEF BUSINESS OFFICER / BUSINESS PARTNER (12/2016 to 9/2018)

Coordinated with industry leaders to create one trusted brand for medical facility management. Recruited and hired elite revenue cycle team from Billers to Managers, creating operational flow of claims journey aligned with highest quality standards. Devised synergistic strategies between existing company (Revage) and emerging brand (Novomed Centers) to increase value of both organizations. Identified risks and opportunities through valuations and due diligence, monitoring KPIs, and regularly analyzing reports. Created and implemented operational strategies including budgets, resources, and vendors; provided expertise on branding and marketing; and championed customer-centric approach to business development.

- ◆ Opened one Novomed surgical hospital and four geographically distributed medical centers, each with unique functions, within one year, setting foundation for further development of two additional centers.
- ◆ Forged strategic partnerships with payers to enhance business development, onboarding five major insurance companies with preferred rates in less than 60 days.

Continued...

Al Noor Hospitals Group, Abu Dhabi, UAE

Spearheaded all aspects of payer and regulator relations, compliance, and process improvement for publicly-traded company on London Stock Exchange, helping prepare organization for merger with Mediclinics.

CORPORATE ADVISOR / DIRECTOR (8/2015 – 6/2016)

Developed and directed new product launch strategy in coordination with payers. Motivated and guided multidisciplinary team of 55 professionals serving contracting and resubmission function while balance between customer needs with business requirements. Co-led implementation of evidence-based reimbursement (EBRP) system with Daman. Transformed failing departments into profit centers by identifying inefficiencies and redefining processes. Served as primary point-of-contact with regulators regarding all financial inquiries. Analyzed physician behavior trends to inform training needs, working with CMO office to streamlines processes and implement sustainable problem resolutions.

- ◆ Slashed insurance rejection rate from 17% to 4% and recovered 50%+ of outstanding rejected claims.
- ◆ Accelerated overall group revenue by 4.5% resulting in hundreds of millions in profit for shareholders by renegotiating insurance contracts.

Accumed Practice Management, Abu Dhabi / Dubai, UAE

Established revenue cycle management outsourcing industry in region and strengthened relationships across clients, payers, regulators, and internal teams to accelerate strategic growth.

HEAD OF STRATEGY / HEAD OF BUSINESS RELATIONSHIPS (11/2008 to 8/2015)

Initiated startup concept filling gap in healthcare field, navigating all aspects of business development, operations, HR, and finance and instituting policies and guidelines to promote service excellence, employee engagement, and customer retention. Recruited, hired, and trained world-class team of 70, utilizing goals, KPIs, and transparent communication to promote company values and mission while ensuring regulatory compliance.

- ◆ Consistently achieved financial goals to quadruple business size in less than two years by maintaining rigorous KPIs and budget controls, promoting collaboration among cross-functional teams, and leading innovative projects providing clients with game-changing results.

Daman Healthcare, Abu Dhabi, UAE

Significantly contributed to inception and growth of health insurance industry in region by creating awareness of health insurance concept and Daman's industry leadership.

PROVIDER NETWORK MANAGER (5/2007 to 9/2008)

Negotiated and administered contracts between Daman and providers, supported marketing success by hosting conferences, and established reputation as subject matter expert by sitting on major steering committees at HAAD. Built team and developed department goals and objectives, performance standards, and policies. Collaborated with stakeholders including Abu Dhabi health Authority to evaluate providers and establish pricing.

- ◆ Catapulted growth to create largest healthcare network on national / international scale while continuously improving service for Daman patients and setting benchmark with standard price list.
- ◆ Headed cross-functional e-claims implementation initiatives, driving adoption through collaboration with healthcare providers.
- ◆ Earned respect as subject matter expert by co-authoring multiple publications on healthcare-related topics.

Education & Credentials

Master of Business Administration (MBA)
University of Phoenix, AZ

Bachelor of Arts in Management
Management Marketing Certificate
Webster University, Geneva, CH