

HARILAL K DEVADAS

EXECUTIVE – HEALTHCARE OPERATIONS & MARKETING

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PROFESSIONAL SUMMARY

Healthcare Operations Executive with experience in patient administration, hospital operations, medical billing, insurance coordination, and quality assurance within multi-specialty hospital environments. Skilled in OPD administration, patient experience, staff coordination, and compliance with NABH standards, and patient safety protocols. Proven ability to support operational efficiency, audits, and continuous quality improvement.

PROFESSIONAL EXPERIENCE

Executive – Operations & Marketing

Nov 2023 – Jan 2026

MAGJ Hospital, Ernakulam, Kerala

- Managed day-to-day hospital operations, ensuring smooth coordination between patient administration, front desk, billing, insurance, and support services.
- Oversaw front desk operations, supervising staff responsible for patient registration, OPD service flow, and patient coordination.
- Supervised medical billing operations, overseeing OPD and IPD billing accuracy, charge entry, and invoice preparation by billing staff.
- Oversaw insurance billing processes, including claim preparation, submission, follow-up, and coordination with insurance providers and TPAs.
- Reviewed billing entries and patient records to identify and correct billing discrepancies and ensure compliance with hospital policies.
- Addressed patient concerns related to billing and administrative services, ensuring professional handling and timely resolution.
- Monitored outstanding bills, insurance claim status, and collections performance, and shared regular updates with management.
- Prepared and reviewed billing, operational, and performance reports to support management decision-making.
- Actively supported quality assurance and NABH accreditation activities, including documentation, internal audits, and compliance monitoring.
- Coordinated staff duty rosters and operational coverage for front desk and billing teams to ensure uninterrupted services.
- Supported process improvement initiatives to enhance operational efficiency, billing accuracy, and patient experience.
- Organized hospital marketing and outreach activities, including health camps, in-house promotional programs, and community engagement initiatives.
- Handled digital marketing and social media platforms, contributing to increased patient awareness and service visibility.
- Designed and coordinated marketing materials such as posters, brochures, flex banners, and promotional content.
- Supported branding and promotional campaigns aligned with hospital services and strategic objectives.
- Collaborated with clinical and management teams to promote health check-up packages.

Intern – Quality

Jun 2023 – Jul 2023

ASTER MIMS Hospital, Malappuram, Kerala

- Assisted quality assurance and patient safety initiatives in line with accreditation standards.
- Assisted in internal audits, quality incident reporting, and corrective action implementation.
- Collected and analyzed quality indicators supporting Continuous Quality Improvement (CQI).
- Coordinated with clinical and administrative teams to ensure regulatory compliance.

Intern – Operations

Nov 2022 – Dec 2022

KMCT Medical College Hospital, Kozhikode, Kerala

- Assisted in patient coordination, OPD administration, and service flow support.
- Collected and documented patient feedback to support patient experience improvement initiatives.
- Helped departmental reporting and operational data collection.

EDUCATION

Masters in Business Administration - Healthcare Management

University of Calicut | 2023

Bachelor of Business Administration

University of Mysore | 2020

SYSTEMS & TOOLS

- MS Office (Excel, Word, PowerPoint)
- Billing Software
- Hospital Information System (HIS)
- Insurance & TPA Portals

LANGUAGES

- ENGLISH
- MALAYALAM
- HINDI

CERTIFICATION

Continuous Quality Improvement: Tools & Techniques

Quality Council of India | Dec 2023

PASSPORT DETAILS

Passport No: **U7732337** Validity: **26/10/2030**

REFERENCE

Dr. Santhosh Kumar F (General Manager)

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Mr. Shabin Thomas (Asst. HR Manager)

+91 70253 44304

DECLARATION

I hereby declare that the above-mentioned information is true to the best of my knowledge.