

# HARILAL K DEVADAS

EXECUTIVE – HEALTHCARE OPERATIONS & MARKETING

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## PROFESSIONAL SUMMARY

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Healthcare Operations Executive with 2+ years of 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.

## CORE COMPETENCIES

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Healthcare Administration & Hospital Operations | Patient Relations & Front Office Management  
Medical Billing (OPD/IPD) | Insurance Coordination & TPA Handling | Claims Processing & Follow-up  
| Customer Service & Complaint Resolution | MIS Reporting & Documentation | Compliance & Accreditation Support | HIS/EMR & Microsoft Office | Team Coordination & Scheduling

## PROFESSIONAL EXPERIENCE

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### Executive – Operations & Marketing

MAGJ Hospital, Ernakulam, Kerala | Nov 2023 – Jan 2026

- Coordinated daily hospital operations across front office, patient administration, billing, and insurance for 400–500 OPD and 120+ IPD patients to ensure smooth service delivery.
- Supervised patient registration, appointments, OPD flow, and front desk customer service.
- Led OPD/IPD billing operations, ensuring accurate charge capture, invoice generation, and adherence to pricing and coding policies.
- Oversaw OPD/IPD billing, charge entry, invoice accuracy, and insurance claim processing with TPAs.
- Reviewed billing records, resolved discrepancies, and handled patient enquiries and complaints professionally maintaining 80–85% patient satisfaction..
- 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.
- Supported quality and accreditation standards, audits, and compliance documentation.
- 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.
- Coordinated hospital marketing initiatives such as health camps, outreach programs, and in-house promotions contributing to 20% growth in patient footfall.
- Managed digital marketing channels and social media updates to improve brand visibility and patient engagement by 25%.
- Designed and coordinated promotional materials (brochures, posters, banners, packages) aligned with service offerings.
- Collaborated with clinical departments and management to promote health check packages and specialty services.

## Intern – Quality

ASTER MIMS Hospital, Malappuram, Kerala | Jun 2023 – Jul 2023

- 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

KMCT Medical College Hospital, Kozhikode, Kerala | Nov 2022 – Dec 2022

- 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

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### Masters in Business Administration - Healthcare Management

University of Calicut | 2023

### Bachelor of Business Administration

University of Mysore | 2020

## SYSTEMS & TOOLS

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MS Office | Hospital Information System (HIS) | EMR Systems

| Billing Software | Insurance & TPA Portals

## LANGUAGES

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• ENGLISH

• MALAYALAM

• HINDI

## CERTIFICATION

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### Continuous Quality Improvement: Tools & Techniques

Quality Council of India | Dec 2023

## PASSPORT DETAILS

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

## REFERENCE

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**Dr. Santhosh Kumar F** (General Manager)

+91 80890 60938

**Mr. Shabin Thomas** (Asst. HR Manager)

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## DECLARATION

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