

DR VICKNESH KRISHNAN

Kuala Lumpur | +60122151381 | drvky81@gmail.com

Links

- <https://www.linkedin.com/in/drvky1981/>

Professional Summary

Innovative corporate physician with passion in digital health transformation and public health, offering an industrious and goal driven mindset to diversify business offerings to bring a shift in the paradigm of healthcare via technology and focusing on patient centered care.

Skills

- Digital Health Strategy & Transformation
- Medical Affairs & Healthcare Management
- Presentations and Public speaking
- Strategic planning & Operations management
- Healthcare Quality
- Patient Safety
- Patient Health Education

Work History

Associate Medical Director

09/2019 to Current

Fresenius Medical Care Malaysia Sdn Bhd

- **Scientific leadership** and advisory role overlooking into clinical and scientific needs - product / marketing team strategies, clinical marketing activities, KOL engagements, clinical governance + quality/KPIs and trainings
- Spearheading innovation and technological advances in care - country level in FKC clinics (**Digital Health**)
- Developed and oversee organizational policies, strategies, and objectives to foster equitable improvements across health services outcomes - **quality, medical education, patient empowerment** and **patient satisfaction**
- Strategize **healthcare governance** to ensure policies, risk management and compliance policies are always in sync.

Director

06/2022 to 12/2022

Fresenius Kidney Care Malaysia Sdn Bhd

- Managed daily operations, overseeing 12 clinics - Central & Northern region
- Optimized **operational processes, patient recruitment strategies, innovative approaches to resource allocation and strategic planning** to manage financial stability (improved EBIT for Q3 and Q4 2022)
- Analyzed business needs while soliciting **customer feedback for process improvements**

Patient Access Manager

08/2018 to 08/2019

Malaysia & Brunei, Novartis Corporation (Malaysia) Sdn Bhd

- Responsible for **local reimbursement strategies** and **innovative access plans** for drugs under **Immunology, Respiratory, Neuroscience** and **Dermatology** portfolios
- Drove **patient access** through Managed Entry Agreements and Patient Access Programs
- Spearheaded **innovative access partnerships** with insurers /corporations on various drug portfolios
- Collaborated with product teams to position price + value for 3 respiratory drugs in Malaysia

Medical Director

05/2017 to 06/2019

SGOMIV Technology Sdn Bhd

- **Health technology and systems consultation** (including clinical resource support) for projects undertaken, which included hospital laboratory set up, EMR, and mobile clinics
- Supported and drove **health-tech strategies**, by providing information, analysis, and recommendations to Vice President

Medical Affairs Manager, Acute (Renal) - SEA

11/2016 to 04/2018

Baxter Healthcare (Malaysia) Sdn Bhd

- **Pioneer medical scientific role** supporting Acute renal diseases portfolio for Southeast Asia (SEA) region (covering Malaysia, Singapore, Thailand, Vietnam, and Indonesia)
- Co- managed country medical affairs/clinical application personnel in Indonesia, Thailand, and Vietnam
- **Project lead** for evidence generation on local clinical data for Thailand and Vietnam
- **Project champion:** 1st SEA registry for Renal Replacement Therapy among critically ill patients
- **Co-project owner** (collaborated with intensivist): 1st Acute Kidney Injury mobile application (initiated in Thailand)
- Initiated 1st CRRT Workshop in Indonesia in collaboration with ICU Association of Indonesia

Scientific Affairs & Clinical Marketing Manager

10/2014 to 10/2016

Siemens Healthcare Sdn Bhd

- **Pioneer hybrid and start up role** which encompassed scientific and marketing responsibilities
- Co-managed **product life cycle management** and immunoassay logistics within key laboratories in Malaysia
- Coordinated **identification of opportunities and development of marketing/sales programs** for target areas (New Assay Conversions & Method Penetration strategies)
- Improved utilization of Vitamin D test kits in a private hospital group via conceptualized approach with doctors (these improved sales within 1 month)
- Core team member 1st Malaysian Reference Range study

Principal Assistant Director

10/2012 to 09/2014

National Health Financing, Ministry of Health Malaysia

- Active role with **Demand Side Incentive** team to plan, research, survey and apply context towards development of the blueprint for Malaysia's health transformation (1Care)
- Technical Working Group (TWG) member of Development for Health Financing Mechanism and Development of Regulation and Enforcement
- Worked with National Institute of Health (NIH), Malaysia with research related to **Health Care Demand Analysis** - Models and Policy Simulation for 1Care
- Liaison officer (Malaysia) to ASEAN Plus 3 **Universal Health Coverage (UHC) Network**

Neurosurgical Medical Officer

02/2011 to 09/2012

Kuala Lumpur General Hospital – Kuala Lumpur

Education

Master of Public Health

Expected in 10/2024

Imperial College - London

Southeast Asia Healthcare Leadership: Healthcare Management And Leadership

03/2020

Harvard Medical School - USA

Master of Business Administration

04/2016

Cardiff Metropolitan University - United Kingdom

Doctor of Medicine (M.D)

07/2008

Crimea State Medical University - Ukraine

Accomplishments

- Awarded the AP CEO Award - Champion for Patient First initiatives with the PD team, Fresenius Medical Care (Q4 2021)
- Implementation and management of 2 digital apps in FKC Malaysia (2021 - 2022)
- Nominated for Healthcare Leadership Award 2022 - Healthcare 2.0 Conference, Dubai.
- Spearheaded and championed the 1st Emerging Asia (SEA including India) Acute Therapies Advisory Board Meeting (Baxter Healthcare, 2017)
- Initiated the 1st CRRT Workshop in Indonesia in collaboration with ICU Association of Indonesia (Baxter Healthcare, 2017)
- Placed the first Procalcitonin (PCT) testing in a specialized care government hospital: National Cancer Institute, Putrajaya (Siemens Healthcare, 2015)
- Pioneered and formed the Scientific Excellence Working Group and Customer Excellence Working Group to augment and align working relationship and processes between customers and vendors

Certifications

- Human Resource Development Fund (HRDF) Certified Trainer, July 2020
- Sales Expert Certification - Siemens Healthcare, Sept 2015
- Negotiation Skills (Advanced Level -1) - Siemens Healthcare, April 2015

Affiliations

- Member of the EUROCHAM Healthcare Committee (2019 – Present)
- Member of the Research Gate Scientific Network (2010 – Present)
- Member of the Malaysian Medical Association (MMA) (2008 – Present)
- Member of the Malaysian Physicians for Social Responsibility (MPSR) (2014 – 2019)
- Editorial Advisory Board - Pharma Focus Europe (2022 - Present)
- Member of the Board of Directors (2020 - Present) for:
 - Asia Renal Care (ARC) Malaysia Sdn Bhd
 - Renal Care Dialysis Services Sdn Bhd

Additional Information

Invited as a panelist/ speaker as below:

- Indonesia Health Conference in November 2014, Jakarta
- Healthcare Innovation Solutions Day Series 2015, Kuala Lumpur
- Digitalization in Healthcare Asia, May 2022 - Virtual
- Public-Private Partnership Forum – Sustainability of Dialysis in Malaysia, AVISENA Hospital, Malaysia
- Digitalization in Healthcare Asia Conference, 2022 Malaysia
- 9th edition of International Patient Safety Conference (IPSC) & 10th Conference of Transforming Healthcare with IT (THIT), Apollo Hospital, Feb 2023 India

I was also a mentor for healthcare startups under the Selangor Accelerator Program (July - September 2022)

Publication

Krishnan, Vicknesh (2021). Medical Technology and the Fourth Industrial Revolution. International Journal of Business, Marketing and Communication, Vol. No. 1, Apr 2021, Pages 1 to 13