

TOH LU YEE

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PERSONAL INFORMATION

Date of Birth : Jan 5, 1981
IC No : 810105-14-5068
Age : 42
Marital Status : Single
Religion : Buddhist

EDUCATION BACKGROUND

2015 : Master in Business Administration (University Malaya)
2005 : Bachelor of Applied Science (Biotechnology) (University Science Malaysia)
Minor in Management

WORKING EXPERIENCE

8/2018 to dates : **Head of Marketing and Customer Service**-KMI Taman Desa Medical Centre

Strategic Management

- : Develop, implement and execute strategic marketing plans for the hospital to attract potential customer and retaining existing ones.
- : Prepare yearly marketing budget.

Marketing

- : Handling social media platforms, public relation efforts and content marketing.
- : Develop and manage advertising campaigns.
- : Prepare pitch for media interviews.
- : Manage visual display within the premises.
- : Video marketing.
- : Health promotion/event.
- : Design health screening packages and manage cost structure.

Business Partner Management

- : Identify top corporate clients, build consistent rapport and follow up.
- : Perform benchmarking exercises to ensure not over-charging.
- : Courtesy visit with network team of insurance companies/TPAs.
- : Organise and execute health campaigns in hospital and in corporate clients' premises.
- : Initiate and implemented Affiliate Network Partnership with clinics.
- : Organise medical symposium/CME programme for GPs and other relevant stakeholders.
- : Plan, coordinate and execute onsite programme.
- : Manage and follow up TPA/Insurance companies' application.

CRM

- : Manage patient grievances.
- : Analyse monthly patient feedback, discuss with HOD for service improvement plan.
- : Responsible for patient engagement program.

Other roles:

- : Internal ISO auditor
- : CxP Trainer

Subordinates : Sr. Marketing and Customer Service Executive (1)
: Marketing Executive (2)
: Customer Service Officer (1)
: Telephone operator (1)

6/2018 to 8/2018: Marketing Manager-Beacon Hospital

2011 to 5/2018 **Marketing Manager –Damai Service Hospital (HQ) Sdn Bhd**

: Wide range of marketing aspects including develop marketing strategies to meet company objectives.

: Plan budget for yearly marketing activities
: Plan and execute marketing activities to meet yearly objectives.
: Plan and organize corporate events and health awareness program to build rapport for sustainable business relationship
: Liaise with government bodies for marketing promotion licensing
: Manage digital marketing platforms-Facebook & official websites
: Plan promotional packages with consultants to increase patient load
: Initiate e-commerce platform for health screening packages online
: Work closely with TPAs and Insurance companies for health campaigns
: Design reading materials for various specialties; eg: brochures, leaflet, banner and bunting.
: Coordinate press interview session for resident and visiting consultants
: Plan and execute corporate identity program, eg: corporate gifts
: Coordinate with external parties for developing corporate videos and newsletter
: Compile and analyse patient feedback via SPSS
: Handle patient complaints
: Site visit to general practitioners to promote hospital services; esp: IVF facilities
: Conduct product knowledge training

Subordinates : Sr. Public Relationship Executive (1)
: Customer Service Officer (1)
: Team Lead of Health Camp (1)
: Team member of Health Camp (12)

2007 **Centre Manager (IVF/ICSI Department)- Concept Fertility Centre (Malaysia)**

: Continual duties of patient coordinator
: Promote the centre usage to other doctors
: Prepare corporate profile of the centre
: Prepare corporate videos of the centre
: Liaise with medical tourism agency to promote IVF services to foreign patients
: Speaker to promote IVF/ICSI services locally and internationally
: Liaise and design packages for corporate promotion
: Design and execute customer relationship management system
: Initiate patient database system for IVF records.
: Conduct public forum oversea and locally

Subordinates : Embryologist (1)
: Jr. Embryologist (1)
: Patient Coordinator (1)

2005 **Patient Coordinator (IVF/ICSI Department)- Concept Fertility Centre (Malaysia)**

: Patient Management in Assisted Reproductive Treatment (ART)
: Coordinate patient treatment cycle in ART
: Patient consultation and treatment options analyzing
: Assisting ultrasound monitoring of follicle development
: Cross departmental coordination for all ART procedures or surgeries
: Coordinate media interview for doctors
: Organize public forums, design poster, banners and bunting
: Source marketing tools to promote the facilities of the centre
: Updating centre's official website and related social media
: Answering emails from various source of enquiries

: Liaise with vendors on inventory replenishment, sponsorship and related matters

ADDITIONAL TASKS

- Assist Chief Operating Officer in various hospital's operation agenda.
- Involves in tender selection on Hospital Information System and Electronic Medical Records.
- Plan and Prepare hospital's team for Personal Data Protection Act (PDPA) implementation.
- Prepare PDPA's Code of Practice and implementation of preventive measures
- Internal ISO Auditor since 2009.
- Prepare quality procedure and work instruction for ISO 9001:2015 version with risk management measures.
- Actively involved in fulfilling MOH's requirement on documentation and infrastructure.
- Liaise with hospital contractors in various on-site upgrading
- Initiate Medical Device Act policy for hospital.
- Poster presentation participation in APHM.
- Actively involved in preparing patient safety guidelines posters.

LANGUAGES

Spoken : English, Malay, Mandarin and Cantonese
Written : English, Malay and Mandarin

EXPERTISE

- Leadership
- Written/Verbal Communications (Public Speaking)
- Customer Focus
- MS office suite
- Data analysis with SPSS
- Healthcare, Government and Education
- Management
- Marketing

SALARY

Current salary : RM8,658.00
Expected salary: RM12,000.00

REFERENCE

Andy Soo Sze Hong
Former Chief Operating Officer
Damai Service Hospital
012-318 0085

Norliza Razali
General Manager
KMI Taman Desa Medical Centre
019-938 7588

Rose Hazeline Rosle
Group Corporate Communication Manager
KMI Healthcare
019-980 5994