


Iman Kauthsar

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[Portfolio](#) 

An ambitious professional in private healthcare, with experience in project management and healthcare marketing communications. Currently based in Service Excellence Division, while previously positioned in Customer Service, Sales & Marketing with educational background in Economics.

Experience

JULY 2022 - PRESENT

Senior Executive, Service Excellence Division / IHH Healthcare Malaysia

- Execute and analyse service levels via service audit assessment at all business entities, including all hospitals, clinics and allied health under IHH Healthcare brands
- Championing non-revenue generating project to enhance inpatient menu with collaboration of celebrity chef including prioritizing the digitization of inpatient meal ordering system
- Seasoned organizer for prestigious events such as Quality Summit and Customer Experience Summit as well as Service Awards in hospital and group level, from planning and execution to ensuring smooth post-event transaction completion
- Current projects include championing project on standardizing non-clinical uniform across brands to promote brand familiarity

NOVEMBER 2021 – JULY 2022

Senior Executive (Acting Manager), Customer Service / Pantai Hospital Ampang, KL

- Responsible to plan and direct business operations for the Customer Service department that includes patient grievances team, information counter, operator and call centre services, as well as concierge services
- Formulate, review and expedite a framework of complaint processes and policies that adhere to the regulatory authority and MSQH standards (Patient & Family Rights)
- Tactfully handle grievances and confrontational interaction with aggravated customers, while coordinating the process of service recovery, including co-manage clinical complaints with Risk Management team for prevention of escalation to medico-legal complaint
- Ensure the review and service recovery from real-time Customer Satisfaction Score (CSAT Score) feedback via QR code, daily ward rounds, weekly Net Promoter Score (NPS) via SMS, monthly Customer Feedback Meeting with hospital Person In-Charge, CEO and HODs for review of grievance management, as well as quarterly discussion on Patient Total Experience Index (TEI) and NPS via patient satisfaction surveys.
- Ensure superior customer service delivery via service excellence programs such as service level audits, service award programme and Patient Ambassador to retain customer loyalty
- Set and review departmental budget for Customer Service department operations
- Fulfilled a vacant position and championing a department with only two weeks of handover process

APRIL 2021 – NOVEMBER 2021

Senior Executive, Sales & Marketing / Pantai Hospital Ampang, KL

- Authored the Gold-winning presentation for Best Integrated Communications Award for IHH's Marketing Disruptor Awards 2021 with PHA's Pamper Me Pink
- Execute well-structured, effective and engaging content and campaign ideas for hospital branding initiatives to drive revenue growth and market share in competitive Klang Valley landscape using SEO
- Empower healthcare professionals and patients to articulate their passion and experiences to advocate for the hospital's offerings
- Utilise various avenues and strategies to cultivate B2B and B2C engagement, such as via digital marketing and on-site event pop-ups
- Proficient at fact-checking long content pieces, as well as edit and proofread content prior to publication
- Organize, delegate and perform emcee duties for livestreamed shows and physical events

OCTOBER 2019 – MARCH 2021

Management Associate / Gleneagles Hospital Kota Kinabalu, KK

- Create content and execute delivery of MailChimp email marketing to spread current channel of information
- Liaise with CEO and subject matter experts (SME) in the preparation, coordination and compilation of board papers and proposals
- Perform project feasibility studies, including preparing pro forma financial statements and market research
- Facilitated the establishment and execution of Value-Driven Outcome (VDO) initiative for colonoscopy, PCI, TKR and ACL reconstruction procedures
- Rotational on-the-job training for hospital operations, such as Patient Services, Finance, Medical Affairs & Quality (MAQ) alongside Sales & Marketing in consumer marketing content creation for social media and email marketing

Education

2016 –2019

BSc (Hons) in Economics / University of Warwick, UK

Subjects taken include Industrial Economics, Econometrics & Statistical Techniques, French, International Trade.

Final Year Dissertation was titled Gravity Model of International Trade of Services

2014 –2016

International Baccalaureate / Kolej MARA Banting, MY

Subjects taken include Higher Level Mathematics, Economics and English, alongside Standard level Environmental Systems & Societies and Business & Management System

Skills

Content Editing: Microsoft Office (Word, Excel, PowerPoint, Outlook), Canva, MailChimp

Social Media: Facebook, Instagram, YouTube, LinkedIn, Streamyard, Google Sites

Communication: End-to-end project management, verbal and non-verbal communication

Critical Thinking: Troubleshooting, out-of-the-box thought process, resourcefulness, curious learner

Certificates

- **Google Digital Marketing & E-commerce Professional Certificate**
Certificate ID: LD9TXDR2FX8Y
- **Malaysian Grief Response & Organ Donation Awareness (MYGRODA) Training Certificate**
Organised by UMMC and National Transplant Resource Centre
- **The Fundamentals of Digital Marketing, Google Digital Garage**
Certificate ID: VGU 39E A44
- **Google Analytics for Beginners, Google Analytical Academy**
Certificate Expiry: 8th July 2023
- **The Business of Healthcare, PennMed Wharton Online**
Certificate ID: XLY6JML3QS94

Interests

Community service: Blood and organ donation advocate, The Swap Project volunteer

Leisure activities: Reading, baking and exploring French language

References

References available upon request.