

# Affida Abdul Wahab

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## Management Profile

- Experienced, results-oriented and customer-focused management professional with 13 years of capability leading front and back-end operations for established organization across diverse industries.
  - Respected leader of operational teams, demonstrating success in enhancing patient experience, operational and system efficiency, registration database accuracy, financial risks reduction and mentoring staff for excellence in performance that effectively increases company revenues and builds strong rapport with new and recurring clients.
  - Proven expertise in creative problem solving with ability to improve operational and financial processes, maximize productivity, and introduce system efficiencies. Outstanding interpersonal and communication skills, coupled with excellent relationship building capabilities and excellent negotiating abilities. Established a reputation as someone who has a track record of creating a work culture that builds and rewards teamwork and cooperation.
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## Core Competencies

- Continuous Process Improvement
  - Operations Tactical Planning
  - Financial risk mitigation
  - Project Management
  - Motivational Skills
  - Solution-oriented Communicator
  - Staff Leadership & Training
  - Customer Relationships
  - System Enhancement
  - Problem Resolution
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## Recognitions & Involvements

**Super User Trainer** (*PowerHealth Billing System, Prince Court*), 2015

**Task Force Committee Member** (*Business Process Reengineering focus group, Prince Court*), 2015

**Trainer** (*Prince Court Care Programme*), 2014

**Service Excellence Award** (*Citibank Berhad*), 2005

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## Professional Experience

**PRINCE COURT MEDICAL CENTRE SDN BHD, AMPANG, KL** – A 277-bed Private Healthcare Facility, a subsidiary company of Petroliaam Nasional Berhad

**Manager, Patient Services**, Feb 2011 to Present

Oversee the activities of bed management, in-outpatient administrations & payment collections, insurance requisitions, discharges and outpatient bill submissions with a 52-member team.

**Manager, Customer Service**, Sept 2008 to Jan 2011

Oversee all operations of the Contact Center, Customer Relations as well as Concierge/valet services in ensuring efficient service is delivered to customers. Manage correspondences in relation to all customer complaints and issues and provide statistics on customer feedback survey on overall hospital services to key stakeholders.

### **Selected Accomplishments:**

- Recommend options to Senior Management in reducing financial risk on potential defaulting patient (insurance and self-paying cases) and enforce consistent monitoring to surface payment shortfall for collection or top up effort to take place, for both self-paying and insured patients.
- Coordination of evacuation and repatriation requests with local and international insurers and / or Third party Administrators for patients seeking elective or emergency medical care.

- Initiated and led a project to leverage on Short Messaging Service (SMS) to create and increase patient awareness on their obligation to secure Guarantee of Payment Letter prior to their appointment date.
  - Implementation of re-engineered business processes through active participation in working committees in relation to cash administration, bills reconciliation and submission and system design which resulted in simplifying process flows, reduced turnaround time for completion of tasks and increase in efficiency.
  - Established and implemented productivity, quality and customer service standards of Key Performance Indicators to motivate individual staff and departmental performance which resulted in positive outcomes which reduces patient handling time, improves data accuracy, and increases compliance on complete documentations as well as deposit collection for admission reasons.
  - Implementation of Key Performance Indicators to ensure that performance measurement is robust and fairly reward individual performers.
  - Led a project for the Business Operations group to implement a SMS reminder service to patients and doctors by conducting research, writing survey reports and chairing focus groups. The new service was implemented on time and this resulted in reduction of patients' Failure to Attend rate by 1.3% after one month of service implementation.
  - Led the initiative to further develop on the analytics of customer feedback on their satisfaction level upon service rendered hospital wide. Initiatives include developing well-defined processes, system and strategy for capturing and sharing customer information and enabling successful employee-customer partnership through recognition and appreciation plans which improves customer retention and profitability for the company.
  - Implementation of an innovative call centre solution. This resulted in reduction of overall abandon rate by 20%, where it stems higher service level rate for all incoming calls received
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**COURTS MALAYSIA, Jalan Setapak, KL** – *Consumer electronics and furniture retailer, extending credit on purchase.*

**National Call Centre Manager**, June 2007 to Sept 2008

Oversee the National Call Centre functions and key result areas encompassing of direct responsibilities on call center's operations management, accounts management, recovery management, capacity planning and staff management. Manage a critical portfolio worth RM470 million or 79% of the portfolio from current to <4 months in arrears in a 94 seated call centre environment.

***Selected Accomplishments:***

- Partake in the Regional and Group initiatives together with a third party credit which would transform NCC into a dynamic and robust strategic partner to the business. It will also mean that it will become a profit center from a cost center and the form and shape would be radically different from what it before.
- Restructuring of Key Performance Indicators (KPI) to ensure that the incentive composition and performance measurement is robust and fairly reward individual performers with exceptional performance. The revision of the indicators resulted in a significant achievement where it was recorded to be the highest collection recovery in history of NCC from its inception date.
- Monitoring of and managing the overall operation expenses where unit cost per call was reduced from RM 0.20 to RM 0.17 per call and the overall recovery cost against overall collection is reduced from RM 0.047 to RM 0.042, where it stem higher returns from the gross collections. This is through robust training of staff in their negotiation skills and through the KPI where individuals are fairly rewarded for over achievement from the target set. The impact led to increase in revenue whilst sustaining operation expenses.

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## Technology

**Software:** MS Office (Word, Access, Excel, PowerPoint)

**Application:** Cerner, Peoplesoft Billing Solution

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## Education

**MULTIMEDIA UNIVERSITY, Cyberjaya, Selangor**

**B.A. in Business Administration (2003)**

- Major: Finance with Multimedia
- Graduated with Grade C/2nd Class Lower

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**Current / Expected Salary – Available on Request**

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**References - Available on Request**