

# SITI TETTIE HIDAYATI MOHYI

## HEALTHCARE LEADER



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sititettie@gmail.com  
Selangor, Malaysia

## EDUCATION

**MASTER OF BUSINESS ADMINISTRATION**  
University of Wales Trinity Saint David  
Jan 2020 - June 2022

**BACHELOR (HRS) BIOSCIENCE & BIOTECHNOLOGY (MAJOR IN MICROBIOLOGY)**  
Universiti Kebangsaan Malaysia  
Jan 2003 - June 2006

## CERTIFICATION

**LEADING FOR RESULTS**  
INSEAD  
2023

**INTERNAL SURVEYOR OF AVISENA HEALTHCARE SDN BHD**  
Malaysia Society of Quality Health (MSQH)  
2023

## CONTRIBUTION

- Advisor to the Alumni Microbiology, UKM
- Advisor of Microbiology Program, UKM (2020-2023)

## SKILLS

- Business Strategy and Planning
- Operations Management
- Business Development
- Productivity Management
- Operational Leadership
- Project Management
- Process Improvement
- Policy and Procedure Development

## PROFILE

*Experienced and Forward-Thinking Professional Dedicated to Driving Company Success*

As a highly driven individual with an innovative approach, I am committed to achieving company goals and driving growth. I possess 18 years of work experience, including five years in high-level management positions, and have a proven track record of leading strategic planning, building effective teams, and managing profitable operations.

## EXPERIENCE

### CHIEF EXECUTIVE OFFICER

Avisena Women's & Children Specialist Hospital (AWCSH)

March 2019 - Present

- Developed operational initiatives for business growth
- Managed partnerships and negotiations
- Built productive relationships with industry partners and competitors
- Cultivated a performance-oriented business culture
- Reviewed department performance and improved processes
- Monitored team to deliver exceptional customer experience
- Directed and formulated hospital operations for revenue, growth, and profitability
- Championed branding initiatives and positive image
- Fostered community relations and collaborative partnerships to advance the organization's interests and contribute to patients' health and well-being.

### Achievements

- Oversaw the watchlist project of Prudential Assurance Malaysia Berhad and successfully secured panels in October 2023.
- Achieve breakeven within the initial six months of the AWCSH operational commencement.
- Currently leading the MAIS Avisena Fertility project, to secured a contract of RM1.5mil
- Enhanced hospital revenue by 34%, elevated GP Margin by 5.7% and raised PAT by 1,328% during the post covid in FY2022.
- Hospital Centre of Excellence (CoEs) performance (Revenue)
  - Avisena Fertility (increased by 30%)
  - Avisena Paediatric Orthopedic (increased by 48%)
  - Avisena Child Development (increased by 32%)
  - Paeds Surgery (increased by 25%)
  - Paeds Dermatology (increased by 64%)

## Achievements (continued)

- Led the strategic analysis of the Pharmacological Group in AWC to enhance monthly GP Margin analysis in the Pharmacy department.
- Successfully recruited new specialists in the disciplines listed for the years 2022 and 2023 (Paeds Dentistry, Paeds Orthopedic, Obstetrics & Gynaecology, Anaesthetist, Paeds Dermatology, Paeds Cardiology, Paeds Developmental Specialist and Fertility Specialist)
- Direct the development of the Avisena Blood Bank Apps, facilitating the streamlined monitoring of blood products for both hospitals.
- Head the creation of diverse dashboards for operational monitoring, including the Admission and Discharge Dashboard, Emergency Department Dashboard, and Outpatient Specialist Clinic Monitoring.
- Leading the construction project of ASH Cyberjaya, and we are currently in the submission phase to CKAPS

## OPERATIONS MANAGER

DEMC Women's & Children Specialist Hospital (AWCSH)

Nov 2017 - Feb 2019

- Spearheaded the construction of DEMC Women's & Children's Specialist Hospital, which is now known as Avisena Women's & Children's Specialist Hospital.
- Supported the Vice President of Operations (VPO) during the commissioning phase and was responsible for coordinating, managing, and monitoring various departmental operations.
- Implemented cost-saving measures by reviewing financial statements, utilizing financial data for efficiency improvement, and controlling operational budgets and inventory for profit centers.
- Collaborated with the VPO to plan human resource utilization, monitored and evaluated the performance of subordinates, and facilitated coordination and communication between core services and support functions of WCSH.
- Formulated and improved processes and policies to align with organizational goals, ensuring adherence to rules, regulations, procedures, and DEMC WCSH Brand Standards.
- Assisted with the development and management of strategic operational plans by liaising with the VPO and other executives.
- Coordinated the Hospital Disaster Management Plan (HDMP), ensuring compliance with high-rise building requirements.

## Achievements

- Efficiently managed available resources, allowing us to commence operations within the designated four-year timeframe.
- Effectively controlled variation orders, ensuring strict adherence to the budget.
- Through meticulous preparation and attention to detail, we were able to obtain licensing with minimal comments from regulatory authorities.

## DEMC SPECIALIST HOSPITAL

Assistant Manager, Diagnostic Laboratory Jan 2017 - Nov 2017

Senior Medical Lab Technologist Jan 2015 - Dec 2016

Medical Lab Technologist Feb 2007 - Dec 2014

- In previous roles, key responsibilities include mentoring team members, conducting inventory checks, making hiring recommendations, providing customer support, planning and coordinating laboratory activities, monitoring quality control and assurance, evaluating and operating equipment, maintaining inventory levels, acting as a technical resource, performing job-related duties, coordinating education and training programs, and ensuring safety regulations are followed.

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## REFERENCES

### DATO' DR. OMAR ABD HAMID

Founder and Deputy Chairman &  
Corporate Advisor  
Avisena Healthcare Berhad

### DR. NORLEEN MOHD SALLEH

MDAC Chairman and Obstetrician and  
Gynecologist  
Avisena Women's and Children's  
Specialist Hospital

### DR FADZILLAH GHAZALLI

Medical Director  
Avisena Women's and Children's  
Specialist Hospital