



NURUL AIN BINTI ISMAIL

Dedicated and results-driven Assistant Manager with 16 years of extensive experience in nursing, specializing in Emergency Room (ER) operations. Currently pursuing an MBA to enhance business transition into a strategic role in marketing and business development within the healthcare industry. Proven ability to manage high-stress environments, excellent interpersonal skills, and a passion for improving patient care through innovative marketing and strategic partnerships

PERSONAL DETAILS

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| 1. Age: | 39 year old |
| 2. D.O.B: | 04 July 1985 |
| 3. Marital status: | Married |
| 4. Nationality: | Malaysian |
| 5. Contact Number: | +6019 4777719 |
| 6. Email: | nurulainismail85@gmail.com |

I SPEAK

1. Bahasa Malaysia
2. Bahasa Indonesia
3. English
4. Arabic

EDUCATION

2023 October till present:

MASTER IN BUSINESS ADMINISTRATION (MBA) @ UNIVERSITI KEBANGSAAN MALAYSIA (UKM)

2019 – 2021

BACHELOR DEGREE IN NURSING WITH HONOUR @ OPEN UNIVERSITY MALAYSIA, MAJOR IN RENAL, ER AND PSYCHIATRY.

2003 – 2006

DIPLOMA IN NURSING @ UNIVERSITI KEBANGSAAN MALAYSIA (UKM)

1998-2002

SPM (SIJIL PELAJARAN MALAYSIA) @ SEKOLAH MENENGAH HILLCREST,
SELANGOR

PROFESSIONAL EXPERIENCE

ASSISTANT MANAGER, MARKETING & BUSINESS DEVELOPMENT

TMC Fertility (Thomson Hospital) November 6, 2023 - Present

SENIOR EXECUTIVE, (PCU PATIENT CARE UNIT) GROUP BUSINESS DEVELOPMENT

Ramsay Sime Darby Healthcare (RSDH) August 2, 2021 - October 2023

1. Managed Patient Care Unit, specializing in international patient coordination.
2. Responded quickly to agent inquiries to expedite patient admissions.
3. Planned treatments, estimated costs, and managed lengths of stay.
4. Enhanced patient referrals and satisfaction, especially in the Indonesian market.
5. Coordinated medevac services to hospitals like Subang Jaya Medical Centre.
6. Built and maintained relationships with key stakeholders and partners.
7. Educated patients about their treatment plans and recovery.
8. Collaborated with consultants to ensure optimal patient outcomes.

CASE COORDINATOR

Regen Rehab Hospital

April 19, 2021 - July 12, 2021

ER CHARGE NURSE / STAFF NURSE

King Abdul Aziz Medical City for NGH, Riyadh, Saudi Arabia

July 10, 2016 - December 27, 2020

ER NURSE

Tropicana Medical Centre

July 2013 - May 2016

STAFF NURSE – VIP WARD & MEDICAL SURGICAL NURSE

King Abdul Aziz Medical City for NGH, Riyadh, Saudi Arabia

March 2011 - May 2013

STAFF NURSE – VIP WARD, MEDICAL SURGICAL, O&G NURSE

UKM Specialist Centre (PPUKM)

August 2006 - February 2011

NURSE EXPERIENCE

1. Provided critical care and triage for patients in emergency settings, managing high-pressure situations with efficiency and compassion.
2. Collaborated with multidisciplinary teams to develop and implement patient care plans.
3. Mentored and trained junior nursing staff, ensuring adherence to best practices and protocols.
4. Implemented process improvements that enhanced patient care and operational efficiency.

CLINICAL SKILLS

1. BLS - CPR
2. ACLS (Adult Cardiac Life Support)
3. ATCN Advanced Trauma course for Nurses)
4. BMS (Basic Medication Safety)
5. Breastfeeding Nurse provider
6. Covid-19 safety handling
7. Nasal Swab competent for PCR - Corona screening and multiplex
8. Preceptorship and internship leader roles
9. Lactation Nurse- Trained by PPUKM

PROFESSIONAL SKILLS

1. **HEALTHCARE EXPERTISE:** Extensive knowledge of healthcare systems, patient care, and emergency response.
2. **MARKETING & BUSINESS DEVELOPMENT:** Currently developing skills in strategic marketing, customer relationship management, and business development through MBA studies.
3. **LEADERSHIP & TEAM MANAGEMENT:** Demonstrated leadership abilities in managing nursing teams and improving patient care delivery.
4. **COMMUNICATION & INTERPERSONAL SKILLS:** Strong ability to communicate effectively with patients, healthcare professionals, and business stakeholders.
5. **ANALYTICAL SKILLS:** Ability to analyses data and develop insights to drive marketing strategies and business decisions.
6. **PROJECT MANAGEMENT:** Experienced in managing projects from planning to execution, ensuring timely and successful outcomes.

ACHIEVEMENT AND AWARDS

1. Acknowledged by handling and experienced handling patient with Covid 19-
2. Involved in RTAC & ACHS accreditation
3. Involved JCIA accreditation.
4. CBAHI accreditation
5. MSQH accreditation

REFERENCE

1. Dr Michelle Mah
Group Head Business Development Ramsay Sime Darby Health Care (RSDH)
Email: dr.michelle.mah@rsdhealth.com
2. Jlou Castro
Nurse Manager – ER Unit King Abdul Aziz Medical City for NGHHA, Riyadh Saudi Arabia.
Email: CastroJ@ngha.med.sa