

Rathanesh Ramasundram

Growth Advisory | Growth Strategist | Healthcare Strategy

Contact: +6017-575 6252 | rathanesh@gmail.com | www.linkedin.com/in/rathaneshramasundram

Profile

At the helm of Frost & Sullivan's Healthcare & Life Sciences division, my strategic acumen has been honed over 14 years, focusing on facilitating clients' expansion and enhancing their market presence in APAC and globally. Core competencies include GTM strategy, benchmarking, product & pipeline growth strategy, and growth workshops, all aimed at bolstering our clients' strategic positioning and operational excellence.

Leadership and strategic thinking are the anchors of my professional identity, enabling me to guide clients through their growth journey.

Top Skills

Healthcare | Business Growth Strategies • Strategic Thinking • Strategic Initiatives • Data-Driven Decision Making

Experience

CURRENT POSITION: DIRECTOR (HEALTHCARE & LIFE SCIENCES, APAC) | FROST & SULLIVAN | SEPTEMBER 2010 - PRESENT

- Career highlights: Consulting in Healthcare & Life Science (APAC) (2010 – present), Business Development for Healthcare & Life Science in South Korea / APAC (2018 - present)

Functional Expertise

- Accomplished healthcare consultant with 14 years of consulting expertise, specializing in strategic and tactical decision-making for APAC and global clients. Extensive experience working with leading Life Science and Pharmaceutical companies, MedTech and Diagnostic firms, hospital groups, and national governments/agencies. Recognized for delivering high-impact solutions and insights across healthcare landscapes. Proven track record with particular expertise in:
 - **Business Growth Initiatives:** Leading go-to-market entry and geographical expansion, developing product portfolio strategies, designing patient-physician care programs, formulating business models, and creating comprehensive growth strategies and implementation plans.
 - **Industry Roadmap Development:** Crafting industry roadmaps, performing benchmarking, and devising regulatory strategies to guide long-term planning and adaptation.
 - **Company Benchmarking and Due Diligence:** Conducting thorough benchmarking and due diligence for companies and industries to support strategic investments and partnerships.
 - **Partner Identification:** Identifying and evaluating potential strategic partners to enhance business opportunities and collaborations.
 - **Interactive Workshops and Discussions:** Facilitating growth workshops, industry labs, and key opinion leader (KOL) roundtable discussions to drive innovation and strategic dialogue.

- Dedicated to advancing healthcare solutions and contributing to organizational growth through data-driven strategies and transformative approaches.
- Recognized for presenting thought leadership on industry trends and innovations in key markets including Singapore, Indonesia, Thailand, South Korea, Taiwan, and Japan (non-exhaustive).
 - Healthcare Outlook (Trends & Growth Opportunities)
 - MedTech Outlook (Trends & Growth Opportunities)
 - New Care Delivery Models
 - The Future of Smart Healthcare

Industry Expertise

- Extensive experience across multiple facets of the healthcare and life sciences sector, with a strong track record of working cross-functionally and driving strategic initiatives that deliver measurable results in client business outcomes in:
 - **Healthcare Services:**
Comprehensive experience across the spectrum of healthcare services, including primary care, diagnostics (IVD/pathology market, imaging), and tertiary and acute care. Demonstrated ability to develop strategies that enhance service delivery, streamline operations, and drive improvements in patient care.
 - **Digital Health:**
Successfully led advisory engagements that focused on telehealth, remote patient monitoring, and home monitoring solutions to improve patient outcomes and expand access to care. Supported clients in navigating the complexity of digital health adoption and implementation, aligning them with the overall company's strategic goals.
 - **Medical Tourism and Senior Living:**
In-depth knowledge of emerging trends in medical tourism and senior living, with a focus on creating strategies and supporting clients in identifying growth opportunities that cater to evolving market demands.
 - **Pharma and Biopharmaceuticals:**
Strategic thinker with deep knowledge of pharma sectors. Proven success in navigating growth opportunities in drug pipeline development and market entry, driving innovation, and ensuring the company's growth expansion.
 - **Public Sector and Regulatory Affairs:**
Experienced in working with public sector entities such as the Ministry of Health, State Government and GLCs. Proven success in developing long-term strategic initiatives, roadmaps, and benchmarking to drive effective healthcare solutions that align with market trends and needs.

Key achievements

- These case studies demonstrate my ability to lead complex projects, manage cross-functional teams, drive strategic-thinking and achieve impactful results as a Project Director.
 - **Case Study 1: Market Due Diligence and Post-Transaction Growth Strategy for Third-Party Administrator (TPA) M&A in Malaysia**

1. M&A Support

Situation: A leading Japan-based healthcare conglomerate sought to expand its presence in Malaysia through the acquisition of a Third-Party Administrator (TPA). To ensure a successful transaction, the client required an in-depth market due diligence to evaluate the current TPA landscape and explore potential new services that could complement the TPA model.

Task: Conduct a comprehensive market due diligence, covering the market structure, size, value chain, existing TPA services, market trends, competitive dynamics, and regulatory environment. Additionally, assess potential business opportunities that are synergistic with the TPA model, such as telemedicine and e-pharmacy.

Result: The research findings enabled the client to successfully acquire the target company in Malaysia, marking its first significant entry into the Malaysian healthcare market.

2. Post-M&A Support

a) Growth Opportunity Assessment for Synergistic Healthcare Expansion

Situation: Post-acquisition, the client aimed to drive growth in the healthcare sector by targeting primary care and adjacent areas within the value chain. They sought to leverage the newly acquired TPA assets to identify opportunities in primary care services, digital health, and the pharmaceutical sector.

Task: Assess the pharmaceutical market and supply chain landscape, identify key trends, and evaluate their potential impact on the TPA business. Conduct a synergy assessment of the supply chain, identifying key opportunities and developing business models for each.

Result: Provided the client with actionable insights into potential synergies between the TPA business and the broader healthcare supply chain. Additionally, delivered a prioritized list of potential partners, enabling the client to strategically expand its footprint in Malaysia's healthcare industry.

b) Pharmacy Margin Expansion Opportunity Assessment

Situation: The client aimed to explore the viability of establishing an in-house pharmacy business to further drive the growth of its TPA operations in Malaysia.

Task: Evaluate the current state and gaps in the e-pharmacy market affecting the TPA business. Develop hypotheses for margin expansion, and conduct cost and margin benchmarking for different pharmacy models.

Result: Delivered crucial insights to guide the client's decision-making process regarding the pharmacy model. Developed scenario-based business models for in-house and e-pharmacy options, providing the client with a clear understanding of the key levers for margin expansion and market success.

- **Case Study 2: Digital Health Transformation Strategy Roadmap- Opportunity Assessment and Go-to-Market Strategy (Facilitating digital health transformation of a pharma company via strategic opportunity identification and direction)**

Situation: The client, a pharmaceutical manufacturer, aimed to transition into the digital health sector in Malaysia. Their goal was to explore patient or physician-centered digital health opportunities to enhance revenue streams and position themselves effectively in the digital health market.

Task: To understand the digital health transformation within the healthcare industry, assess opportunities in both the target country (Malaysia) and global markets, and develop a detailed go-to-market strategy. This included identifying and prioritizing key opportunities from a short-, mid-, and long-term perspective, defining business models, and creating a strategic roadmap for successful implementation.

Action: Employed a collaborative approach, engaging with internal experts and the client to gather insights and leverage existing market information. Facilitated workshops with various stakeholders to discuss emerging digital health trends and refine potential opportunities. This collaborative process included validating these opportunities through analysis and alignment with the client's existing portfolio. Prioritized the most promising opportunities and developed a strategic roadmap outlining short-, mid-, and long-term goals.

Result: Delivered a comprehensive 5-year roadmap that included strategic options for positioning, business structure, and model to drive new revenue streams. The roadmap outlined actionable short-, mid-, and long-term goals. As a result, the client's teams were set to pursue the identified short-term opportunities, aiming to enhance their core portfolio through digital health platforms and solidify their market presence.

- **Case Study 3: Development of a 20-year Master Plan of State Healthcare and Hospitality Hub**

Situation: The State aims to become a Regional Ecosystem for Innovative Healthcare in Malaysia. The 20-year master plan was developed to achieve six economic goals, driving growth through a healthcare and hospitality hub.

Task: The Master Plan's objectives include a strategic roadmap for healthcare clusters, defines stakeholder roles, and positions healthcare as a catalyst for tourism, manufacturing, entrepreneurship, and research.

Action: Extensive research and stakeholder workshops were conducted. An evaluation framework was developed, followed by cluster labs to analyze current and future initiatives. Final recommendations were agreed upon through workshops and discussions.

Result: The master plan includes a detailed analysis of seven healthcare clusters, identifying challenges, gaps, and potential districts for development. Key outcomes include actionable recommendations, a timeline for initiatives, and district mapping for cluster development.

- **Case Study 4: Pharma/Biopharmaceutical Market Opportunity Identification & Prioritization and JV/Acquisition Target Company Identification**

Situation: The client sought to penetrate the biopharmaceutical industry through a joint venture (JV) or acquisition. They required a comprehensive understanding of the biopharmaceutical landscape and wanted to identify potential target companies for partnership.

Task: To identify opportunity areas in the biopharmaceutical market that aligned with the client's strategic goals, identify target companies suitable for JV or acquisition, and facilitate matchmaking between the client and these companies.

Action: Conducted an internal assessment of the client's vision, capabilities, and resources. Performed a market analysis to identify synergistic opportunities in the biopharmaceutical sector. Developed inclusion and exclusion criteria for a long-list framework and carried out horizon scanning to identify potential target companies. Shortlisted these companies and conducted screening calls to gauge their partnership intentions and compatibility with the client's capabilities. Finally, facilitated the signing of non-disclosure agreements (NDAs) with interested companies to enable further discussions.

Result: Successfully identified and facilitated 6 NDAs with potential global biopharmaceutical companies. Provided comprehensive company profiles that enabled the client's internal team to effectively evaluate and pursue potential partnerships with the target companies.

Key Recognition

Frost & Sullivan President's Club Award - Six-time recipient of the President's Club Award, recognized for excellence in advisory engagements and significant personal contributions to revenue and sales in the APAC region.

OTHER WORK EXPERIENCE

- Product Sales & Development, KAM (Diabetes & Cardiovascular Portfolio) | Sanofi Aventis (M) Sdn Bhd | February 2004 – August 2009
- Product Sales & Development | Pharmaforte (M) Sdn Bhd | July 2001 – January 2004

Education

- MSc in Philosophy in Science & Science & Technology Policy Study | University of Malaya (Malaysia) | 2006
- BSc in BioMedical Science | University of Malaya (Malaysia) | 2001

Certificates

- Project Management Professional (PMP)® certification (on-going) | Project Management Institute (PMI)
- Corporate Strategy | University of London, UCL School of Management | November 2024
- Professional Certificate in Strategic Management | The Wharton School, The University of Pennsylvania | Wharton Online | August 2024
 - Business Strategy from Wharton: Competitive Advantage
 - Introduction to Connected Strategy
 - Strategic Management Capstone

Organizations

- Project Management Institute (PMI)®
- Project Management Institute Malaysia Chapter (PMIMY)



Skills & Abilities

- Strategic and Analytical Skills
- Project Management
- Excellent communication and interpersonal skills
- Proficient in Microsoft 365 (Office)
- Leadership and Management
- Problem-Solving and Innovation

Activities and Interests

Fitness, Travel, Indian Traditional Dance (Bharatanatyam), Yoga Practitioner