



## TAN MEI SHIN

### Contact Info

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### Personal Particulars

Age	: 37 years old
Date of Birth	: 14 Nov 1984
Nationality	: Malaysia
Gender	: Female
Marital Status	: Married
IC No.	: 841114-04-5044
Permanent Residence	: Malaysia

### Educational Background

#### Bachelor's Degree

Field of Study	: Biology Science
Major	: Environmental Science
Minor	: Business & Administration
Institute/University	: UNIVERSITY MALAYSIA SABAH, Malaysia
Grade	: Second Upper Class
Graduation Date	: Apr 2007

## Employment History

### **Beacon Hospital**

**Position** : Director of Revenue Management

**Duration** : Jan 2020 - Present

**Description** :

1. Communicate revenue cycle issues and strategies throughout the organization; identify strategies to increase customer base and revenue.
2. Initiate discussion with hospital stakeholders/consultants on new business venture; feasibility study of new source of revenue plan.
3. Key members in hospital expansion special project team.
4. PIC for Beacon Klang Chemotherapy Ambulatory Centre; including Development of Business Plan for board approval, layout plan development with CKAPS & MBK, staff recruitment, licensing application and operation.
5. PIC for Beacon Rapha - Palliative Home Care Services.
6. Key lead for hospital COEs development: Cancer, Brain & Spine, Breast, Ortho & Digestive Health.
7. Key lead in hospital revenue recovery team including development of corrective action to ensure improvement of lead conversion.
8. Hospital marketing including digital marketing, conventional marketing channels including GP & Insurance agent referral, public relation campaign, corporate communication and digital marketing.

### **Kensington Green Specialist Centre**

**Position** : Chief Operating Officer

**Duration** : June 2019 – Dec 2019

**Description** :

1. Key person for consultants' recruitment and operational setup including staff training & recruitment, hospital policies and workflow development, procurement & outsourcing services setup during the hospital commissioning period.
2. Key liaison person with CKAPS on hospital licensing application including Borang 3 preparation and submission, Atomic License, CCC etc.
3. Key liaison person with hospital project team including the Architect, main contractor, M&E team, & the Interior Designer team.
4. PIC for hospital medical affair department including contract drafting and setting up of hospital sub-committee such as MAC, C&P, Hospital Infection and Antibiotic Control, Medical Record, M&M, Pharmacy & Therapeutic, Quality & Patient Safety, Radiation Safety and Transfusion sub-committee.
5. Hospital pricing & system setup including vendor selection, workflow planning & implementation of HIS, EMR, FIS, RIS and LIS.
6. Overall, in charge of the hospital international and local marketing, branding, business office, credit control, customer services, call center, security & safety, support services department such as housekeeping, clinical waste handling, pest control, kitchen & café, and retail outlets.

### **Oriental Melaka Straits Medical Centre**

**Position : Director, Business Development & Business Office.**

**Duration : February 2014 – May 2019**

**Description :**

1. Pioneer team of the hospital, key person for staff recruitment, system and workflow setup (HIS, EMR, FIS, RIS, LIS, Queue System & HR System) during the commissioning period.
2. Overall, in charge of the hospital international and local marketing, branding, business office, credit control, patient relation department, call center, Pharmacy, Retail Pharmacy, Diagnostic Imaging, Health Screening Department, and Dental.
3. Special project: chained retail pharmacy, home nursing, elderly daycare center and Honda Walking Assist including feasibility study and submission of Board Paper on these new business proposals.
4. Assist hospital CEO and COO on Hospital 3 years strategy plan including implementation.
5. Doctor recruitment.

**Position : Manager, Business Office & Credit Control**

**Duration : Mar 2012 – November 2013**

**Description :**

1. Department functions include patient registration, payment, billing, insurance/corporate claim, financial counseling and bill enquiries.
2. Involved in the changing of the hospital information system, from MEDICARE to VESALIUS in the month of November 2012
3. Main contact person for the resident consultants on their prof. fee enquiries
4. Formulate monthly collection target for debt recovery action
5. Handling of difficult patients and agents
6. Staff force: 51 staffs

**Position : Senior Executive, Marketing**

**Duration : Mar 2010 – March 2012**

**Description :**

1. Person in charge for the hospital local (Melaka, Johor & Kuantan) & Cambodia marketing team with a total 18 staffs
2. Responsible for the hospital advertising and promotion plan, event planning, development of representative offices, department work plan, and the main coordinator for the marketing annual themed event.
3. Annual themed event organized: -
  - a. Mahkota Idol 2011 - with more than 10,000 participants from Indonesia, Cambodia, Melaka, Johor & Kuantan.
  - b. Mahkota Olympics 2012 – launching of the hospital 7 centres of excellence with collaborations with the local sports association

4. Project Lead, Development of Centres of Excellence for Cardiac, Cancer, Joint Replacement, Men's Health, Neuro and Spine, Wellness and Women and child.
5. Coordinator, Annual Laparoscopic Surgical Conference and Animal Lab Workshops

**Mahkota Medical Centre**

**Position : Management Associate**

**Position Level : Executive**

**Duration : May 2008 – Mar 2010**

**Description :**

1. Organizing Chairman for the hospital annual staff dinner 2008
2. Acting head of department for the hospital health screening department (Jan – July 2009)
3. One of the committee member for the hospital 3 years strategy plan – The Quantum Leap
4. Cambodia market development – setup of new representative office including staff recruitment, licensing, renovation, planning and executive of marketing strategies.

**Reference: -**

1. Dr. Tan Li Ping, Consultant Nephrologist & OMSMC Medical Director 2015 – 2018

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2. Dr. Ong Kheng Wah, Consultant General Surgeon & OMSMC Medical Director 2019

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