P Singa Ram

👁 **Nagavara**, **Bangalore, India – 560045**

✉ **psigaramdrl@gmail.com**, 📱 **+91 9439438835**

☰ Summary

A versatile and dedicated professional with 13 years of experience in Sales & Marketing and 6 years in Business Analysis. Expertise in customer satisfaction, stakeholder management, and team leadership within reputed organizations. Skilled in gathering business requirements, data analysis, and project management methodologies, with a strong focus on healthcare industry standards like HEDIS. Proficient in healthcare regulations and compliance, including HIPAA, ACA, and CMS guidelines. Experienced with Electronic Medical Records (EMR), Electronic Health Records (EHR), and Remote Patient Monitoring (RPM) systems. Demonstrated ability to implement Quality Improvement Programs and navigate complex healthcare regulatory environments. Familiar with a wide range of healthcare software tools and systems, ensuring efficient and compliant operational workflows. Proven ability to drive business growth, optimize processes, and lead high-performing teams to achieve organizational goals.

Expertise Highlights

- **Business Analysis**: Skilled in gathering, documenting, and analyzing business requirements. Proficient in creating **BRDs**, **SRS**, and **use case diagrams**.
- **Project Management**: Expertise in **Agile** and **Waterfall** methodologies, managing cross-functional teams, and ensuring timely project delivery.
- **Data Analysis**: Proficient in using statistical tools and software like **PowerBI**, **Tableau**, and **SQL** for data-driven decision-making.
- **Healthcare Domain Knowledge**: In-depth understanding of **HEDIS** measures, **HIPAA** compliance, **ACA**, **CMS** regulations, **EMR/EHR** systems, **RPM**, and Quality Improvement Programs.
- **Technical Proficiency**: Hands-on experience with **Microsoft Office Suite**, **Jira**, **Confluence**, **MS Visio**, and **Minitab**.
- **Leadership & Communication**: Strong interpersonal skills, **team mentoring**, **stakeholder management**, and effective **communication**.

Core Competencies and Skills

- Communication and Documentation skills
- Use Case and Activity Diagrams
- SWOT Analysis and Impact Analysis
- Prototyping and Wireframing
- Business Process Architecture
- Test Case Development and UAT
- Requirements Traceability Matrix (RTM)
- Client Relations and Stakeholder Engagement

- Leadership and Team Management
- Agile Scrum Events and Backlog Management

Professional Experience

Business Analyst
Dr. Reddy's Laboratories, Hyderabad
March 2016 – February 2022
Domain: Healthcare IT, CRM Systems, and Business Analysis
Key Responsibilities:

- Communicated and interacted regularly with stakeholders, project managers, and development teams during different stages of the Product Life Cycle to enhance healthcare products in compliance with **HEDIS, HIPAA, ACA, and CMS** regulations.
- Elicited client requirements through **prototyping, wireframing, interviews, and workshops,** ensuring all business needs aligned with **healthcare regulatory standards**, and prepared **BRD** documents.
- Conducted **JAD** sessions for effective communication between stakeholders, focusing on **healthcare compliance requirements** and gathered detailed business requirements through **interviews**.
- Responsible for conducting **Scrum events**, including stand-up meetings, sprint reviews, and sprint backlog meetings, emphasizing **healthcare quality improvement** initiatives and **Remote Patient Monitoring (RPM)** system integrations.
- Maintained product backlogs on **Jira** and participated in discussions with product owners and development teams to **prioritize** user stories related to **EMR/EHR system enhancements** and **healthcare regulatory compliance**.
- Maintained **Requirement Traceability Matrix (RTM)** for every product release, ensuring adherence to **HIPAA**, **HEDIS**, and **CMS** requirements, and managed project documents for healthcare-related change requests.
- Implemented procedures for testing changes, focusing on **healthcare data privacy** and **security standards**, and prepared **use case documents, technical design documents, workflow diagrams, sequence diagrams, activity flow diagrams, entity relationship diagrams, business process models, and data process models compliant with ACA and CMS guidelines.**
- Provided **training** for new healthcare features released on products to implementation teams, support teams, and end users, emphasizing the importance of compliance with healthcare regulations and quality improvement programs.
- Provided pre-implementation and post-implementation **support** to internal teams, ensuring all processes and systems met healthcare industry standards and regulatory requirements.

Sales Operations (Healthcare Markets)
Dr. Reddy's Laboratories
December 2002 – March 2016
Key Responsibilities:

- Analyzed key metrics to measure healthcare sales performance and compliance.
- Managed projects targeting market penetration and patient access improvement.
- Identified and resolved cost inefficiencies, reducing operating costs by 15%.
- Conducted in-depth market analyses for geographical expansion strategies.
- Aligned sales strategies with healthcare regulations and patient needs.

Achievements

- Spearheaded Healthcare CRM implementation, increasing operational efficiency by 25%.
- Led Agile projects, delivering solutions ahead of schedule, improving stakeholder satisfaction by 30%.
- Optimized business processes, reducing processing time by 20% and enhancing data accuracy.
- Improved sales productivity by 35% through Salesforce automation tools.
- Enhanced reporting accuracy by 40% through comprehensive gap analysis.
- Integrated CRM systems with EHR platforms, improving patient outcomes.
- Designed interactive dashboards using PowerBI and Tableau for strategic insights.
- Ensured 100% project deadline success over three years by mitigating critical risks.

Technical Skills

- **Modeling Tools**: MS Visio, PowerBI, Tableau, Balsamiq
- **Utilities**: Microsoft Office Suite
- **Methodologies**: SDLC, Agile, Waterfall
- **Database Management**: SQL
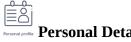- **Service Management Tools**: Jira, Confluence
- **Operating Systems**: Windows

Education & Credentials

- BAMS (Bachelor in Ayurvedic Medicine and Surgery)
- MBA (Marketing) – Berhampur University
- Diploma in Russian Language – Berhampur University

Certifications:

- Lean Six Sigma Black Belt from CBEMG,Banglore
- IIBA Certification from COEPD

Personal Details

- Date of Birth: 21st June, 1976
- Languages: English, Hindi, Oriya, Telugu
- Marital Status: Married
- Nationality: Indian
- Sex: Male

https://www.linkedin.com/in/singaram-p-processexcellance/