

Dolita Kumari

Healthcare and Life Science Domain - Product Manager /Business Analyst/ Pre-Sales

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EXPERIENCE

CITIUSTECH, Mumbai — *Healthcare Business Analyst - Lead*

CLIENT 1 – GENENTECH /ROCHE PHARMACEUTICAL

CLIENT 2 – UCB PHARMACEUTICAL

CLIENT 3 – BCBS SOUTH CAROLINA

CLIENT 4 – BAYLOR AND SCOTT

NOV 2016 - PRESENT

MarketsAndMarkets, Pune — *Healthcare Senior Business Analyst and Market Analyst*

August 2012 - October 2016

Commercial Analytics, Sales Analytics, and Business Strategy based consulting across tier-1 healthcare and pharmaceutical clients

BUSINESS DEVELOPMENT BUREAU, Pune— *Management Trainee*

Feb 2012 - July 2012

EDUCATION

PUNE UNIVERSITY, PUNE — *Master's in Business Administration (MBA)*

June 2010 – June 2012

Punjab University, Pune — *M.Sc. (H) Biotechnology*

April 2007 – June 2009

Punjab University, Pune — *B.Sc. (H) Biotechnology*

April 2004 – June 2007

SKILLS

Elicit Requirement Gathering, Requirement Analysis, Prioritization and Scoping

Client Engagement and Coordination with different stakeholders at client place

Conduct competitive intelligence and market research to buildup strong use cases

Use Cases Buildup and storyline creation for marketing

Pre-Sales consulting to build robust RFP and RFI

Product roadmap and release plans

Create wireframe, and logic flow for data analysis

Advanced statistics-based data analysis – Logics, Methodology, and its interpretations

Create prototypes by collaborating with UI teams

Coordinate with different stakeholders (Solution architect, Development team, and implementation team)

Agile enthusiast and extensive experience in data analytic based use-case and its implementation (Commercial Analytics, Patient Analytics, Sales Analytics)

User documentation and onshore UAT implementation, Business Presentation, Salesforce, JIRA, Confluence, Lucid chart, Balsamic

Sales Solutioning for Different Clients

Apollo Collaboration Platform and Analytical Dashboard— Life science /Genentech

Global cloud-based platform to manage scientific project, data management, data analysis, dashboard creation for oncology and neurology patients. Target users are data scientist. Commercial analytics on sales data across different oncology drugs and its maximum revenue estimation across geography.

Oncology Abstraction Workbench and Executive Dashboards — Life science /Genentech

Global cloud-based oncology solution that provide manual abstraction method from clinical notes and creation of clinical dashboards for oncologist and healthcare executives. Dashboard Creation using R and Tableau by using clinical EHR (Picnic Health), and claims data (Truven healthcare). Target users are data scientist. Commercial analytics on sales data across different oncology drugs and its maximum revenue estimation across geography.

As a pre-sales consultant/ sales solutioning for this account -

Closed deal worth \$1,250 Million dollar and elicited requirement for four on-going new product implementations in Personalized healthcare Space. We are offering following four products –

- Apollo Collaboration Platform
- Oncology Abstraction Workbench and Executive Dashboards
- Knowledge Share Module
- Data management platform and Analytical Dashboards for oncology and neurology space

Also, won long term RFP with Genentech.

AI/ML based Drug Resistant Epilepsy model and its Commercialization using FDA process — Life science /UCB Pharmaceutical

Drug resistant predictive device to identify refractory patients from a specified cohort of patients using IMS data available and Symphony datasets

Closed deal worth \$550 Million dollar to execute Commercialization Approach For AI/ML based predictive device named as Drug Resistant Epileptic Model along with FDA approval process.

Commercial analytics on sales data across different oncology drugs and its maximum revenue estimation across geography.

Hospital Consumer Assessment of Healthcare Providers and Systems /BI applications— Mayo Clinic

Patient Survey Analysis tool based on different KPI set by CMS Regulatory Guidelines.

DOMAIN

Therapeutic Area- Oncology, and Neurology

Drug Development & Clinical Trials

Value Based Reimbursement Model

FDA regulatory Guidelines for AI/ML model &

Biopharmaceutical Drugs

Healthcare Providers/Payers Workflows

AWARDS

Thought leadership Award to publish whitepaper on -Commercialization Model for AI/ML based medical devices and FDA regulatory approach

CERTIFICATION

Data Science AI/ML from IIM Raipur (Yearly program)

BA specialization in Clinical Trials (National Institute of Healthcare – U.S.) (Online 6 months program)

VISA STATUS

US B1 Visa (Valid from Feb 2018 to Feb 2028)

Created tableau dashboard to demonstrate patient survey across different quality measures, physician scorecards, nurse, and others staffing scorecards

Commercial analytics on sales data and Financial KPI across different oncology drugs and its maximum revenue estimation across geography.

Hospital Operation KPI, Clinical KPI, and Financial KPI Business Intelligence Application- Baylor and Scott

Analytical dashboard for Baylor's and its affiliated hospital to monitor and track the performance across different KPI at executive level, manager level, etc.,

ROLES & RESPONSIBILITIES –

Perform competitive intelligence, market research to anticipate customer needs based on business trends and previous projects

Engaged in presales consulting/sale solutioning by building use cases based on business problem of clients

Prepare sales presentations with service offerings, case studies and proof points

Actively seeking new sells opportunity by means of building new use cases for client engagement

RFP and RFI documentation and participated in SOW

Converting the use cases into real solutions by means of coordinating with technical solution architects

Working directly with clients to understand their business requirement, project objectives & processes

Design wireframe for different descriptive based analytical dashboard to run the story boarding and deliver value messaging

Scoping the client solution to enable accurate estimation of the effort

Well versed with statistical knowledge to perform data analysis and data forecasting and prediction using advanced excel model, Tableau, R, and SPSS

Well versed in market sizing, and forecasting and leveraging that skills to build commercial analytics and strategic recommendations for client

Exchange Innovative ideas for better visualization of data that drives direct insight

Dashboard and Report generation using Tableau, R, SPSS, and Excel Sheet

Persona based dashboard generation

Derive meaningful insights from data by applying descriptive, and predictive advanced statistical methodology

Providing knowledge transfer to the delivery teams to ensure a smooth handover from sales to delivery

Ownership to deliver end-to-end project deliverables to client along with team

Act as SME for clients to understand requirement and its solutioning

Demonstrate an analytical skill across different type of datasets

Showcase thought leadership; look for ways to integrate better business solutions

Provide actionable insights & recommendations to stakeholders on the performance

Mentoring & Training new Business Analyst to excel in their roles and outperform expectations

Coordinate with internal and external stakeholders regarding progress of the project, new solution approach, road blockers and roadmap for new projects

Participate in marketing activities by sharing value message for new product, article writing, and whitepaper writing

Presentation and product demo with right knowledge share with client