



**Name :** Manisha Balasubramanya Aithal.

**Qualifications :**

BHMS, PGDEMS, EPGP- IIM Bangalore

**Designations :**

**GVK EMERGENCY MANAGEMENT & RESEARCH INSTITUTE**

Consultant 01/2015- 03/2015

Senior Partner 03/2014 – 12/2014

Partner/ Associate Partner 04/2006 – 09/2012

**KARNATAKA KNOWLEDGE COMMISSION, Health & Family Welfare Government of Karnataka** 04/2016 till date

ask force member- Karnataka Public Health Policy Committee on procedural costing restructuring

**ENZEN GLOBAL SOLUTIONS** 05/2016 till date

Senior Manager – Corporate Leadership Team – Corporate Finance

**Contribution in Development of EMS in India:**

Contributed to business development, capacity building, people management, innovation, knowledge proliferation to ensure inimitability, quality operations of 108 Emergency Response Services (ERS)

Modeled, planned, executed business processes for capacity building function in state of Gujarat of Emergency Medicine Learning & Care (EMLC), managing development of '108' Operations staff – standardization, governance, KPIs, financial planning & monitoring, documentation, continuity and growth, peak load capacity of system designed to train 200+ paramedics, 160+medical professionals per month.

Developed sustainable relationship with senior leadership in Govt. functionaries, institutions, hospitals & vendors, for creating collaborative, quality partnership.

Led Pre-Hospital Care Records Research & Archive wing in Gujarat, formulated business process flow (SLAs, Timelines, Performance Metrics, KPIs), for analyzing ~80,000 ERS records/ month, for disseminating insights to stakeholders and deriving key performance measure "Life saved" by 108 ERS.

Steered Hospital Information System (HIS) wing in State of Gujarat, guiding appropriate medical facility identification & building business network with healthcare facilities, comprising of 1600 Govt. & 2500 Pvt. Hospitals in Gujarat, 2023 government hospitals in state of Andhra Pradesh & Telangana.

Guided GPS value integration of 18000 medical facilities from 13 states & 2 UTs.

Co-authored Case studies - Indian Emergency Journal (ISSN: 0976-1470), Sep 11, Mar 2012.

Incubated, replicated idea of EM CARE publication for dissemination of deserving work done in 108 operations, to over 450 key stakeholders per month.

Led learning aids development project, collaborating with Stanford School of Medicine  
Developed marketing strategy & led marketing team (18 business graduates) for marketing of certification programs portfolio, comprising of global certifications & customized offerings, to private and government institutions.

**Anything you would like to say to Dr. Rajhans :**

“ Dr Rajhans is my teacher. He is the person who introduced me to the field of Emergency Medical Services [EMS] and created the same passion in all his students to contribute for development of EMS in India. “