

## “Co-founder Type” Tele-healthcare Operations Leader

**“I have a strong inclination to work in healthcare organizations. I am passionate about the health state of people in my locality.**

**I am very good at leading organizations that deliver clinical healthcare services to patients.**

These services include:

- Acquiring patients.
- Ensuring patient safety.
- Promoting quality of healthcare and patient satisfaction.

Additionally, I am aware of the following:

- Implementing clinical procedure and policy
- Safeguarding required compliance with State, Central and CMS regulations as well as hospital administration policies.
- Developing relationships with medical community including physicians, paramedics, pharmaceutical companies and insurance companies.

**I am entrepreneurial.** That is,

- at one moment, I could do the above tasks;
- at another moment, I could arrange the office, prepare charts and documents, develop business plans;
- yet at another moment, I could clean the hospital, arrange food for patients and relatives, console patients and their relatives, walk a patient to its home, liaison with village transport facilities and government officials, calm down irate relatives and friends of patients.

I want to innovate and be part of a market opportunity with universal utility on a global scale from the very beginning. In my free time, I study cutting edge and advanced clinical technologies to be at the forefront. I speak clinical language without fear, but know that I am not necessarily a clinician.

There are few people around that have clinical knowledge, collaboration industry experience, Internet service knowledge, consultative sales [“sales technique”] and program management experience in the healthcare services delivery segment.

I am one of them. **If I do not have any one or more of these elements, I can develop them fairly quickly.**

I am intricately knowledgeable about the entrepreneurial workings of early stage ventures.

- I have the passion for transforming a segment of the industry.
- I have the empathy to listen, adopt and commit to fast-growth objectives through my:
  - drive to contribute something significant that leaves a legacy behind.
  - insatiable hunger and commitment for achievements.
- I am willing to pay the price for this opportunity due to my:
  - stamina to sustain for a long period.
  - willingness to learn and grow.
  - motivation for significant personal and career growth, along with financial rewards. The rewards would be incomparably and significantly higher than other opportunities.”

**Do you claim the above?**

This Leader would aspire to build Coscend operations in India. This leader would grow into a C-level executive of the Company.

### **Background / experience level**

Coscend's engineering leaders would have a passion to build software products (from R&D to commercialization) that have an impact on people's lives. Coscend's business and sales leaders would have a passion to innovate and commercialize Coscend's innovation.

Both these leaders would have:

- a drive to build a business, which has a potential global impact / value, by generating sustainable revenues from these products,
- an ambition to take a high-value company through an IPO or otherwise, and
- an aspiration to be recognized for their visionary contributions in the global industry.

This leader will usually be a standout in the crowd, not just in terms of accomplishments, but also the path this leader has pursued and this leader's approach to life in general. Think how different these leaders were: Sergey Brin, Larry Page, Narayan Murthy and Nandan Nilekani of the 1990s, Bill Gates and Michael Dell of the 1980s, and Ross Perot of the 1960s. What comes to our mind is dropping out of Ph.D. program to start a venture, or not going abroad for higher studies and pursuing a startup venture, or contributing to the industry and society beyond regular job that pays the bills, and receiving awards that are not typical of others.

This leader would have already done the necessary homework on what he/she wants to do. And it will be different from what most of us want to do. This leader would have already realized that to achieve things of greater significance beyond earning a living or having a big title at a large company, he / she needs to be with people as capable as they are. The level of experience is immaterial, as this leader can pick most of the things up very quickly.

Therefore, this leader would be searching for a platform like Coscend. The moment we introduce Coscend to this leader, he / she would jump on it.

Not every leader would have every element of the description below, but they would have significant overlap with it. If this leader does not have any one or more of these elements, he / she should be able to pick things up fairly quickly.

Specifically, someone who has:

- A passion for software engineering and dual-shore software operations model, and if possible (not required), the telecom industry.
- A drive to do beyond earning a living in order to pay bills.
  - drive to contribute something significant that leaves a legacy behind in the professional community, industry or society.
    - delivered keynote addresses at conferences.
    - served on boards of technical organizations (e.g., IEEE) and / or NGOs (e.g., ASHA, AKSHAYA PATRA).
    - wrote college level text books or research level articles on software engineering and telecom engineering.
  - insatiable hunger and commitment for achievements that are worthy of emulation by others.
  - stamina to sustain for a long period to take Coscend through IPO.
  - willingness to learn and grow.

- The potential to be a VP or SVP in a large U.S.-based publicly-traded company in the next five years, and is contemplating to pursue entrepreneurial venture.
- Risk appetite for an early stage product business (much more riskier than services).

### **Skills**

A leader with either demonstrated potential to contribute something significant or a demonstrated track record of proven results in:

- [Preferred]: **clinical operations**.
- [Optional]: **telecom, media, Internet** and **entertainment services** offered by network operators.
- [Optional]: **cloud-based enterprise services** offered to enterprise customers and consumers.
- [Optional]: serving the **enterprise, mobile applications** and telecom **BSS** and **OSS** markets.

Experience in and / or knowledge of industry practices including:

- [Optional]: general medicine, paediatrics, gynaecology, pathology, radiology, otolaryngology, ophthalmology, dentistry.