



KL WELLNESS CITY

KL International Hospital Sdn Bhd

Job position

Assistant Manager - International Market Partnerships (NGO / Bank / Corporate / Insurance Agency)

About the role

This role is responsible for developing and expanding international partnerships and referral networks to support the hospital's patient acquisition and growth strategy. The position focuses on building strategic relationships with NGOs, embassies, banks, corporate organizations, insurance agencies, and medical facilitators, to increase international patient referrals and revenue growth. The role also ensures effective collaboration with the International Patient Centre (IPC) and internal teams to optimize patient conversion, coordination, and service delivery, positioning KL International Hospital as a preferred destination for international healthcare services.

Duties and responsibilities

1. International Partnership Development (CORE)

- Identify, develop, and manage strategic partnerships with NGOs, embassies, banks, corporate organizations, and insurance agencies
- Establish and expand international referral networks to drive patient inflow
- Build and maintain strong relationships with key stakeholders and decision-makers
- Identify new markets and partnership opportunities to support hospital growth

2. International Referral Network & Market Expansion

- Develop and manage international referral channels, including medical facilitators and agencies
- Strengthen collaboration with partners to increase referral volume and case quality
- Monitor international market trends and identify growth opportunities
- Support expansion into target regional markets

3. Partner Engagement & Activation

- Plan and execute partner engagement activities, including meetings, visits, networking sessions, and relationship-building initiatives
- Organize and coordinate health talks, medical sharing sessions, and informal engagement (chit chat sessions) with partners to strengthen relationships and build trust
- Facilitate introduction of doctors/specialists to partners through health talks, clinical presentations, and engagement sessions to enhance hospital visibility and credibility
- Drive marketing activation initiatives in collaboration with partners, including awareness campaigns, screening programs, and joint promotional activities
- Maintain continuous engagement to ensure active referral pipeline, partner retention, and long-term collaboration

4. Collaboration with IPC & Internal Teams

- Work closely with International Patient Centre (IPC) to ensure smooth patient handling and conversion
- Coordinate with doctors, operations, and marketing teams to support international cases
- Ensure alignment between partnership development and patient conversion process
- Work closely with Marketing and Digital teams to support international marketing campaigns, activation programs, and engagement strategies

5. Business Development & Revenue Growth

- Drive international patient referrals and revenue contribution through partnerships
- Develop strategies to increase partner utilization and referral conversion rates
- Monitor performance of partners and implement improvement strategies
- Support and execute international marketing activation strategies to increase brand awareness in target markets
- Collaborate with internal teams to organize health talks, medical forums, and outreach programs
- Ensure effective positioning of hospital services through doctor-led engagement and clinical storytelling

6. Reporting & Market Insights

- Track and report partnership performance, referral trends, and revenue contribution
- Maintain updated database of international partners and activities
- Provide insights to support strategic decision-making and market expansion

Academic qualifications

- Diploma or bachelor's degree in business administration, marketing, healthcare management, or a related field.

Skills and experience required

- Minimum 5–10 years of relevant experience in business development, international partnerships, or healthcare referral ecosystem, preferably within hospital, healthcare, or medical tourism industry
- Strong existing network with international partners, including NGOs, embassies, banks, corporate organizations, insurance agencies, and medical facilitators
- Proven track record in developing and managing cross-border partnerships and referral networks, with ability to drive international patient inflow and revenue growth
- Demonstrated experience in partner engagement and activation, including organizing health talks, medical sharing sessions, and stakeholder engagement initiatives
- Ability to facilitate doctor/specialist introductions through health talks, clinical presentations, and engagement sessions to enhance credibility and trust
- Strong understanding of international patient referral ecosystem, including coordination between partnerships, IPC, and clinical services
- Ability to collaborate with Marketing and Digital teams to execute international campaigns, activation programs, and brand awareness initiatives
- Experience working within a hospital or healthcare environment is an added advantage, with understanding of patient journey and service coordination
- Excellent communication, negotiation, and relationship management skills with international stakeholders
- Results-driven, proactive, and able to work independently with strong ownership mindset Willing to travel locally and internationally for partner engagement, activation, and market development