



KL WELLNESS CITY

KL International Hospital Sdn Bhd

Job position

Manager – Business Development

Insurance & Insurance Agency Partnership

About the role

This role is responsible for developing and managing **TPA/Corporate healthcare partnerships** to support the hospital's patient acquisition and revenue growth strategy. The position focuses on securing corporate panelship, designing and promoting **employee healthcare and wellness programs**, and driving participation through structured engagement initiatives such as health screenings, talks, and corporate events. The role also ensures strong relationship management with corporate clients and internal stakeholders to enhance service delivery, increase utilization, and build long-term strategic partnerships.

Duties and responsibilities

1. Insurance & TPA Network Development

- Develop and maintain strong relationships with insurance companies, third-party administrators (TPAs), and healthcare administrators.
- Facilitate and manage hospital panel appointments with insurers and TPAs.
- Coordinate internal processes related to panel applications, renewals, and operational requirements.
- Monitor the utilization of insurance panels and recommend strategies to increase patient referrals through these networks.

2. Corporate Healthcare Partnerships

- Build partnerships with corporate organizations, government-linked companies (GLCs), and institutions to promote hospital services.
- Develop corporate health screening programs and wellness packages in collaboration with clinical teams.
- Identify opportunities for workplace health initiatives such as medical talks, screening programs, and health awareness campaigns.

3. Strategic Partnerships & Market Development

- Identify potential partnerships with healthcare organizations, medical facilitators, embassies, and international patient referral partners.
- Conduct market research and competitor benchmarking to identify growth opportunities in the healthcare insurance and corporate sectors.
- Support strategic initiatives that expand the hospital's referral ecosystem locally and regionally.

4. Business Development Initiatives

- Support the development and implementation of business development strategies aligned with the hospital's growth objectives.
- Coordinate engagement activities such as corporate events, hospital visits, familiarization tours, and networking programs.
- Collaborate with the marketing team on targeted campaigns supporting insurance, corporate, and referral initiatives.

5. Stakeholder & Internal Coordination

- Work closely with hospital leadership, clinical teams, finance, and operations to support partnership initiatives.
- Ensure internal departments are aligned in delivering the services required by insurance partners and corporate clients.
- Facilitate communication between external partners and hospital departments to ensure smooth collaboration.

6. Reporting & Market Insights

- Provide regular updates on partnership development, referral activities, and market trends.
- Maintain records of partnerships, corporate engagements, and referral network activities.
- Prepare reports that support strategic decision-making and business development planning.

Academic qualifications

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

Skills and experience required

- Minimum 8-15 years of relevant experience in business development, corporate relations, or healthcare insurance panel management, preferably within the healthcare or hospital industry ecosystem.
- Strong existing network with insurance companies, TPAs, corporates, and GP communities in Malaysia; exposure to the international market is highly desirable.
- Proven track record in panel negotiations, corporate account management, and business growth strategies.
- Excellent communication, negotiation, and relationship management skills.
- Results-driven, proactive, and able to work independently with minimal supervision.
- Willing to travel locally and regionally.