



# DR TAYABA NAIM KHAN

Communications and Public Relations Expert,  
Strategic Planner

## EDUCATION & TRAINING

**MBA Health & Hospital Management, Institute of Business Management, Karachi (CGPA 3.4) 2011-2014**

President CBM Society of Health Managers

**Bachelors in Dental Surgery, Karachi Medical & Dental College, Karachi (CGPA 3.3) 2000-2004**

Class Representative 2003; President Drama Club Society KMDC; Sub-Editor College Magazine

## WORK EXPERIENCE

### Manager Communications & Public Engagement

**Centre for Regenerative Medicine & Stem Cell Research, Aga Khan University 2016–Present**

- In-charge of internal and external communications portfolio including marketing & branding, social media, web content, and donor & public engagement for the University's most advanced Stem Cell and Translational Medicine Research Program;
- Development of internal communications standards, culture, physical space & interior design (trend setter);
- Successful programmatic promotion resulting in highly competitive recruitment drive with applicants from over 25 countries;
- Coordination, research, and organizing of the AKU International Ethics Thinking Group Meeting sessions. Successful & sensitive cultural interaction with world leading scientists, ethicists, lawyers, ethicists, theologians and academic leaders on stem cells & translational research and technologies, and resulting ethical implications on global and Muslim contexts;
- Partnership management with University of California San Francisco;
- Design of space and building for stem cell research program with colleagues and design team;
- Part of and founding member for strategic planning in the early phases of research program development.

### Manager Projects and Marketing

#### Digital Care

**2014-2016**

- Business development, marketing, promotion and third party contracts for 13 cutting edge global Health IT solutions and services;
- Liaison with multi-national pharmaceuticals and healthcare providers;
- Physician engagement and liaison.

### Trainer Medical Communication Skills

**College of Physicians and Surgeons Pakistan**

**2016–Present**

- Rated as top trainer and hold credit of being the first non-FCPS professional to train Medical Residents and Trainees based on merit and experience.
- Training of medical professionals and residents on Medical Communication Skills
- Trainings on presentation skills, motivation, time management, patient engagement and education, and stress management.

## WHY DR KHAN?

Demonstrated ability to execute new, diverse and challenging projects in spheres of healthcare startups, communications, research program, health IT, marketing and branding.

Valued as a strong future leader, with ability to develop and execute concrete plans.

Developing out of the box and creative solutions to problems.

First healthcare communications professional with portfolio of its kind in the country, developing customized communications strategies for innovative products, programs and services.

Work in areas of donor and public engagement, linking scientific/technical community to general public/patients.

Successful planning and execution of International Ethics Thinking Group Meetings, an event that has become a major hallmark of achievement for the University.

## CONTACT

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## AREAS OF WORK

Healthcare Communications  
Project and Program Development  
Health IT  
Publishing  
Training  
Marketing and Branding  
Customer Service Training

## SKILLS

- Word
- Excel
- Powerpoint
- Sharepoint

## LANGUAGES

- English (Advanced)
- Urdu (Advanced)
- Punjabi (Intermediate)
- Sindhi (Novice)

## PASSIONATE SUPPORTER

- Kidney disease
- Parkinson's disease
- Organ donation
- Empathy and compassion in patient communications
- Patient advocacy
- Patient education
- Social media for health communication
- Caregiver support
- Doctor's rights

## Associate Contributing Editor

**Dental Tribune International, Medical News Pakistan  
2013-2014**

- Team member working with Chief Editor & CEO to launch Pakistan Edition of Dental Tribune International. Dental Tribune is published in more than 97 countries and is a trusted resource for dentists worldwide.
- Contributing articles and news pieces on dentistry, healthcare, health policy and management.

## Dental Surgeon Signature Smile

**2004-2007**

- Dental Surgeon at Dr Sheeraz Hussain's Signature Smile
- Managing clinic matters.

## Writing and Publishing

**2004-2013**

- Freelance writer working on over 600 academic projects.
- Development of marketing plans for healthcare companies, startups, pharmaceutical products.
- Writer of two science text books for secondary school level .

## SKILLS

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- Effective verbal and written communications skills
- Confident, articulate, and professional speaking abilities (and experience)
- Empathic listener and persuasive speaker
- Excellent presentation skills
- Skillful negotiator
- High EQ
- Organization and planning skills
- Mentorship & leadership
- Adaptability and learning aptitude

## CERTIFICATES

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- Medical transcription
- Medical Communications Skills, College of Physicians and Surgeons Pakistan
- Founder at Founder Institute, California, USA
- Patient Safety and Quality Improvement: A Systems View. John Hopkins University Coursera Certificate
- Science of Stem Cells. American Museum of Natural History Coursera Certificate
- Photography: First Steps. LinkedIn Learning Certificate
- Ninja Writing: Four Levels of Ninja Mastery. Udemy Certificate
- Delivering Bad News to a Customer. LinkedIn Learning Certificate
- Copywriting Blunders: Do You Make these 10 Common Mistakes. Udemy Certificate

## CHARITY WORK

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- Promotion of organ donation for Sindh Institute of Urology and Transplantation at the Annual Health Camp organized by CBM Society of Health Managers, Institute of Business Management.
  - Oral hygiene training to public school children as a dental student
  - Volunteer at HOPES, Help of Patients in Exigency by Students at Abbasi Shaheed Hospital, Karachi.
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