

Sriram Raghavan

+91 86789 10338 | Chennai, Tamil Nadu | Open to relocate to Lucknow, Ludhiana, Indore or Warangal | sriram@getmaxsolutions.com | [linkedin.com/in/sriram-raghavan-getmax](https://www.linkedin.com/in/sriram-raghavan-getmax) | [sriram.getmaxsolutions.com](https://www.sriram.getmaxsolutions.com)

DIGITAL MARKETING, AI & GENAI TRAINER | RCM PROCESS EXCELLENCE

Professional Profile

Practical trainer, operator and entrepreneur with 3+ years of digital-account, business-growth and training work, backed by 7+ years of US healthcare RCM and process experience. Delivers classroom and virtual learning across digital marketing fundamentals, AI productivity, Generative AI, Agentic AI concepts, communication, employability, RCM and process excellence. Combines clear facilitation with real operating experience in lead generation, digital communication, CRM and outreach, websites, workflow automation, client relationships, reporting, SOPs, team development and revenue-cycle operations. Reported training reach includes 500+ learners, with additional capability-development work supporting operators and emerging leaders.

Core Capabilities

Digital growth & account management Training & employability

AI, GenAI & automation RCM & process excellence

- Digital strategy, online marketing, social/content workflows, digital collateral, website messaging, lead generation, B2B outreach, email sequencing, CRM/pipeline, discovery, proposals and business growth.
- Generative AI, prompt engineering, ChatGPT, Gemini, Claude, AI research, content creation, AI-for-business, no-code/low-code automation, agentic workflows, RAG, tool calling, MCP, evaluation, observability, safety and governance.
- Classroom and virtual delivery, training-needs analysis, curriculum/session design, guided labs, role play, assessment, public speaking, presentations, customer service, resume writing, interview and placement readiness, leadership, team building and behavioural skills.
- US healthcare RCM, AR, denials, rejections, claims, payer follow-up, appeals, payment/reconciliation, project audits, revenue leakage, SOPs, KPI/WFM/QMS thinking, client transition, Six Sigma/DMAIC process thinking and team capability development.

Relevant Experience

Founder & CEO | Operator-Trainer

2022 — Present

GetMax Healthcare Solutions Private Limited

Chennai, India | US-facing operations

- Build and operate a healthcare RCM company combining domain expertise with AI-enabled workflows, analytics, automation, product direction and practical training.
- Work across strategy, product, sales, business development, client requirements, hiring, SOPs, operations, delivery, digital presence and workflow intelligence.
- Teach from live business systems: lead sourcing, email deliverability, outreach sequencing, discovery, pricing, CRM/pipeline discipline, websites, content workflows, AI productivity and process improvement.
- Develop practical learning through BUILD45 and related AI/technology pathways focused on projects, portfolio evidence, deployment exposure and career readiness.

Supervisor – Billing, Coding & Process Excellence | Capability Development

Dec 2023 — Jan 2025

EMS Management & Consultants / Medxpert Billing Consultants

Chennai, India

- Supported RCM transition, SOP creation, AR/coding/eligibility workflow setup, process training frameworks, capability development and team-lead growth.
- Used process-excellence and DMAIC thinking to study denial trends, clean-claim/DSO performance, workflow gaps and resolution loops; contributed as a Green Belt participant under Black Belt guidance.
- Created Power Query templates for denial analysis, payer tracking and root-cause identification; supported communication, client satisfaction and operational improvement.

Digital Account Manager

May 2023 — Dec 2023

Jamoons Digital

Chennai, India

- Worked across digital experiences, media strategy and business growth, including website design, UI/UX awareness, social media, digital collateral, video/motion concepts, print design and online marketing.
- Translated business priorities into clearer digital communication and growth-oriented solutions for prospective clients.

Recruitment Operations Manager | Training Operations

Aug 2022 — Dec 2022

Meraki Training Solutions

Bengaluru, India

- Built operating structure, process flows, reporting, policies and data systems for a training startup; hired and trained 5+ internal employees and coordinated 30+ freelance trainers (LinkedIn-reported).
- Worked with 10+ clients and presented business-development proposals to directors, CEOs and key stakeholders; converted requirements into customized training solutions, content, plans and schedules.
- Presented seminars for Oxford College of Arts & Science, Koshys University and Jain College; built the company website and managed trainer coordination, attendance and delivery support.

Corporate, College & Career Trainer | Communication Coach

Project-based / ongoing

Selected freelance and institutional engagements

India | Classroom and virtual delivery

- Reported engagements include Nava Chaithanya Degree & PG College, SRR & CVR Government Degree College (A), Vijayawada, Barclays Online LifeSkills, Tessolve and Rubik CSR.
- Deliver communication, public speaking, presentation, customer service, business writing, resume writing, interview skills, team building, behavioural training, workplace readiness and learner-support sessions.
- Use practical exercises, guided demonstrations, role play, feedback, goal setting, SWOT analysis, action planning and assessments rather than lecture-only delivery.

Selected Programs & Training Assets

- **RCM / AR Calling Job-Ready:** healthcare ecosystem, RCM lifecycle, AR and denials, payer interaction, claim/AR scenarios, worklist simulation, calling role play, documentation, mock interviews and job-readiness assessment.
- **AI, GenAI & Agentic AI:** prompt engineering, AI productivity, AI research, content creation, agent architecture, tools, memory, orchestration, multi-agent patterns, RAG, MCP, evaluation, tracing, observability, safety, governance and production-readiness thinking.
- **Soft Skills 60-Hour Curriculum:** campus-to-corporate, self-awareness, verbal/non-verbal/listening/writing communication, presentations, business writing, resume/interview, SMART goals, time management, leadership, business etiquette, grooming, team management and final assessment.
- **AI & Technology / BUILD45:** AI-assisted development, APIs, practical integrations, projects, GitHub/deployment exposure, portfolio review, mock interviews and career positioning. Also prepared 5-hour practical AI workshops for campus and professional audiences.

Earlier RCM & Leadership Experience

Senior RCM / AR Specialist

May 2021 — Jul 2022

Medical Billing Wholesalers; Rapid Care Services

Chennai, India

- Managed US healthcare client communication, project analysis, denial/rejection resolution, payment follow-up, reporting, process audits, revenue-leakage review and SOP development across multiple specialties.
- Worked on a reported \$100K audiology collections project and resolved a reported 200+ claim EDI/CNOF issue protecting more than \$10,000 in revenue; metrics are resume-reported.

Team Lead / Group Coordinator / Senior AR Analyst

Apr 2017 — Dec 2021

Human Xpert; MedFox; AnnexMed

Chennai, India

- Led teams and client/pilot transitions; supported interviews, KPI management, RCM training, client relations, denial management, AR clean-up, credentialing coordination, prior authorization and patient communication.
- Worked across emergency, urgent care, audiology, dermatology, behavioural health, neurosurgical, ophthalmology, cardiovascular, podiatry, DME and other provider workflows.
- Recovered approximately \$100,000 from old AR in a reported client engagement and coached upstream teams to reduce recurring errors; use as reported, not audited, performance.

AR Process Associate / Project Trainee

Jun 2015 — Apr 2017

AGS Health

Chennai, India

- Built foundational expertise in US healthcare RCM, clearinghouse rejections, denial management, appeals, corrected claims, refiling and resolution-oriented payer communication.
- Earned spot recognition for identifying denial and EDI issues and clearing complex backlogs.

Education

University of Madras

Chennai, India

B.A., Criminology & Police Administration

2016 — 2019

Availability

Available for full-time Digital Marketing Trainer, AI/GenAI Trainer, corporate L&D or RCM/process-excellence training opportunities. Open to relocate and travel. Immediate or early joining can be discussed.