



CLARITY · COMMUNICATION · COLLABORATION · CULTURE · COMMITMENT

EXECUTIVE LEADERSHIP PROGRAM

The Five C's

Executive coaching and leadership workshops for hospital and healthcare organisation leaders

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Healthcare Leadership Has a Unique Pressure Point

Hospitals run on two operating systems at once — clinical and commercial — and most leadership training was built for neither.

1

Clinical vs. commercial tension

Doctors optimise for outcomes, administrators for margins — without a shared language, both sides lose trust.

2

Doctor-admin friction

Clinical leaders and hospital management often operate as separate cultures inside the same building.

3

Burnout in clinical leadership

Medical directors and nursing heads are promoted for clinical skill, rarely trained to lead teams.

4

Fragmented multi-site culture

As hospital groups scale across cities, a shared leadership standard gets harder to hold together.

None of this is solved by generic leadership training — it needs a framework built for how a hospital actually runs.

A Framework Built Inside a Hospital, Not a Classroom

Five habits that hold a healthcare leadership team together, developed and tested across hospital operations.

1

Clarity

Aligning clinical and commercial goals so every team knows what winning looks like.

2

Communication

Building the channels that keep doctors, nurses and administrators reading from one page.

3

Collaboration

Turning department silos into one operating team, especially across the doctor-admin line.

4

Culture

Setting the standards and behaviours that hold together a hospital group across sites.

5

Commitment

Converting plans into follow-through — the habit that makes the other four stick.

Tested at the Top of a P&L, Not Just in Theory

This framework runs on the same track record it teaches from — 20+ years operating hospitals, not consulting on them from the outside.

20+

Years leading healthcare P&Ls across hospitals, insurance and corporate wellness

240-Bed

Quaternary hospital led with full P&L accountability and consistent EBITDA growth

1,200-Bed

Hospital group where commercial strategy and digital transformation were directed group-wide

4-Country

Healthcare platform currently led — hospitals and stem-cell banking across Asia

Healthcare Company of the Year — Outlook Business Awards, 2023

Four Ways to Bring This to Your Organisation

Every engagement is built on the Five C's — the format changes with your team's size and goal.

1

Keynote & Masterclass

2–3 hours

Best for: Conferences, leadership offsites, all-hands

An introduction to the Five C's, grounded in real hospital operating stories.

2

Workshop Series

Half-day or full-day modules

Best for: Hospital leadership teams, department heads

A deep dive into each C, with exercises built around clinical-commercial friction points.

3

Cohort Programme

6–12 weeks

Best for: Rising leaders, medical directors, nursing heads

A structured, peer-cohort journey through all five habits with accountability built in.

4

1:1 CXO Coaching

Ongoing retainer

Best for: CEOs, COOs, senior clinical leadership

Individual coaching for the leader carrying the P&L or the clinical mandate.

Pricing is customised to scope and organisation size — request a proposal.

Inside a Five C's Engagement

Each C is paired with the real friction point it addresses inside a hospital or healthcare organisation.

1 **Clarity**

Mapping clinical goals against commercial targets so both sides own the same scoreboard.

2 **Communication**

Structured forums and habits that keep information moving between wards, departments and the boardroom.

3 **Collaboration**

Working sessions that turn doctor-admin friction into shared decision-making.

4 **Culture**

Defining the behaviours and standards a hospital group holds constant across every site.

5 **Commitment**

Follow-through systems — accountability partners, review cadences — that outlast the workshop itself.

Built for Healthcare's Toughest Leadership Seats

Designed for the people who carry both a clinical mandate and a P&L.

1

Hospital CEOs & COOs

Running full P&L accountability across single or multi-site operations.

2

Medical Directors & Clinical Heads

Leading clinical teams while answering to commercial targets.

3

Nursing & Allied Health Leadership

Managing the largest workforce in any hospital, often with the least leadership training.

4

Hospital Group Boards & HR Heads

Building a consistent leadership standard across a growing network of sites.

5

Health Insurers & Wellness Teams

Leading provider and client-facing teams that bridge healthcare and commerce.

About the Program Lead



DR. ALOK KHULLAR

MBBS · PGDBM

Dr. Alok Khullar is Group CEO of RJ Corp Healthcare's Cocoon Hospitals and Cryoviva businesses, leading a mother-and-child hospital chain and stem-cell banking platform across India, Singapore, Thailand and Vietnam.

Over 20+ years, he has held full P&L accountability for a 240-bed quaternary hospital (Gleneagles Global Health City, IHH Healthcare Group) and directed group-wide commercial strategy for a 1,200-bed hospital network (Kauvery Group), alongside senior roles in health insurance and corporate wellness at Max Bupa and American Express.

He built the Five C's framework from what actually holds a hospital leadership team together — not from a training manual — and was named Healthcare Company of the Year at the Outlook Business Awards, 2023.

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A Simple, Low-Risk Way to Start

Most partners begin with a single keynote or workshop before scaling into a cohort or coaching retainer.



Let's Build Your Leadership Bench

Book a pilot keynote or workshop for your hospital or healthcare leadership team.

First cohorts are now forming — early partners help shape the programme.

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