CEO Insights

CEOINSIGHTSINDIA.COM

CHIEF ADMINISTRATIVE OFFICER,
VYDEHI INSTITUTE OF MEDICAL SCIENCES
& RESEARCH CENTRE

DR RAVI BABU KOPPALA

BLENDING INNOVATION, GOVERNANCE, AND COMMUNITY CARE

₹150

CHIEF ADMINISTRATIVE OFFICER,
VYDEHI INSTITUTE OF MEDICAL SCIENCES
& RESEARCH CENTRE

DR RAVI BABU KOPPALA

BLENDING
INNOVATION,
GOVERNANCE, AND
COMMUNITY CARE

COVER
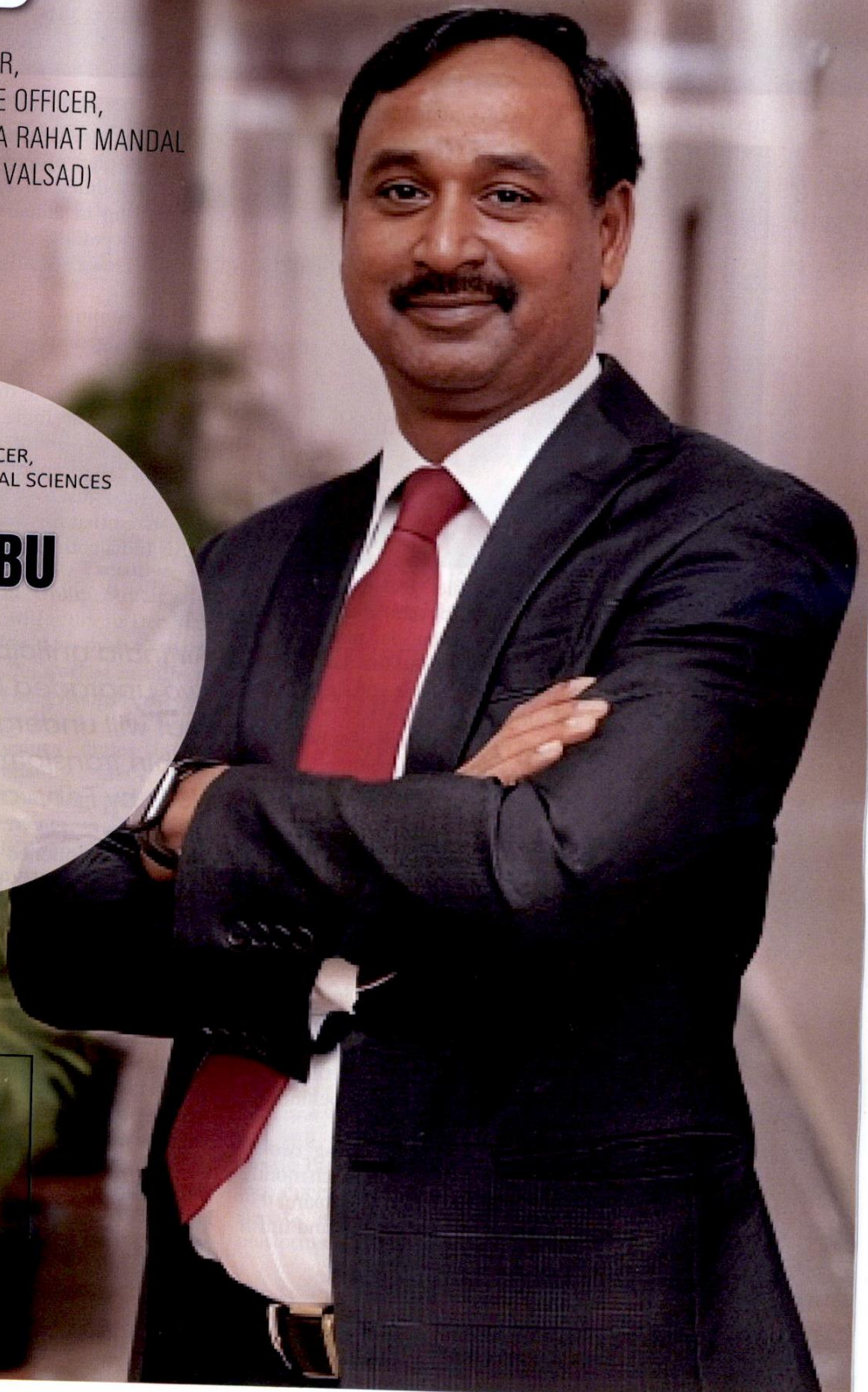STORY

12

Dr. Ravi Babu Koppala is the Chief Administrative Officer at Vydehi Institute of Medical Sciences and Research Centre. With decades of experience in healthcare leadership, he has successfully turned around underperforming hospitals, driven digital transformation, and championed community healthcare, while also serving as President of Whitefield Export Promotion Park Industrial Association.

CHIEF ADMINISTRATIVE OFFICER,
VYDEHI INSTITUTE OF MEDICAL SCIENCES
& RESEARCH CENTRE

DR RAVI BABU KOPPALA

BLENDING INNOVATION, GOVERNANCE, AND COMMUNITY CARE

By Priya S

I n large healthcare and academic institutions, the role of the Chief Administrative Officer is pivotal in bridging governance, operations, and strategy. Ensuring that administrative frameworks align with institutional goals, Chief Administrative Officer oversees critical decision-making, and provides direction in areas such as patient care, academic integration, compliance, finance, and digital transformation. The position demands not just managerial expertise but also vision, balancing immediate operational needs with long-term sustainability and growth. In essence, a CAO is the anchor who translates organizational values into actionable outcomes while maintaining efficiency, quality, and accountability across departments.

COVER STORY

At Vydehi Institute of Medical Sciences and Research Centre, this responsibility rests with Dr Ravi Babu Koppala, whose career reflects a track record of transforming challenges into opportunities. After completing his MD from Nizam Institute of Medical Sciences, he began as a Resident Medical Officer before moving into administrative leadership. As COO of Kamineni hospital, he successfully brought two facilities of the hospital organization from losses to profitability within two years. His ability to revive underperforming units and scale operations earned him the role of COO of multiple facilities and verticals within the group, where he oversaw multiple hospitals and spearheaded expansions into Tier-2 cities like Vijayawada, playing a key role in establishing a hospital from the ground up.

At Innova Hospitals, his leadership drove revenue growth and brought the organization to breakeven in just five months, further solidifying his reputation for operational excellence and strategic foresight. Beyond healthcare, Dr. Koppala has contributed to industry leadership as President of the Whitefield Export Promotion Park Industrial Association since 2018, guiding one of the region's significant industrial bodies. His participation in international conferences, including in Singapore and Japan, has broadened his outlook, allowing him to integrate global best practices into his leadership.

Alongside his administrative journey, Dr. Koppala has also been a strong academic contributor. He was instrumental in starting the Department of Hospital Administration at KIMS, and later in strengthening and expanding the department at Vydehi Institute of Medical Sciences. With nearly two decades of teaching experience in hospital administration, he has mentored countless students and future leaders in healthcare management.

Today, as CAO of Vydehi, Dr Ravi Babu Koppala brings this wealth of experience to strengthen the institution's mission of delivering quality healthcare and education with innovation and inclusivity at its core.

CEO Insights engaged in a one on one interaction with Dr Ravi Babu Koppala. Let's hear from him.

How do your experiences serve value in delivering strategic insights and governance expertise?

My professional journey has been shaped by challenges that taught me resilience, the value of teamwork, and the importance of selecting the right people. I strongly believe that empowering teams with trust and autonomy enables them to deliver their best. Throughout my career, I was fortunate to work with managements that provided me the freedom to take decisions, and I used this responsibility to streamline operations, obtain statutory clearances, and drive expansions. These experiences not only strengthened my ability to handle crises but also helped me develop a governance style rooted in accountability, collaboration, and sustainable growth. I view every challenge as an opportunity to create long-term value for the organization and the communities it serves.

> **"**
> **Beyond my current role as Group CAO, I also serve as an international healthcare consultant for investors and organizations across the US, UK, Germany, and Singapore**

As a leader, what best practices do you follow to enhance patient care experience?

I believe in human relationships and inclusive care. Our focus has always been to make healthcare accessible, not just to the affluent but also to middle-class and Tier-2 city populations. By expanding services beyond metros, we reached more patients at affordable costs. At the same time, we ensured premium care for those seeking advanced facilities. The principle has always been: wider reach, better accessibility, and uncompromised quality.

How do you encourage embracing innovation to stay ahead in the digital era?

Our institution, Vydehi, is among the few in India accredited with a platinum rating in digitalization by NABH. We run almost 95 percent paperless operations. From patient registration to doctor's desk, inventory, and billing, everything is digitized. We use 'COWs' (Computers on Wheels) across wards and provide digital tools like tablets and in-house hospital management systems (HMS). This level of automation not only improves efficiency but also enhances patient safety and experience.

How do you encourage maintaining the spirit of giving back to the community?

Giving back to the community is an integral part of our institution's mission. We ensure that quality healthcare is accessible to all, regardless of financial background. Several of our departments, including pediatrics, ophthalmology, and obstetrics, provide free services, ranging from deliveries and surgeries to lenses and glasses for patients in need. To further extend this care, we operate mobile dialysis units that deliver treatment at patients' homes, charging the same cost as hospital dialysis and maintaining full statutory compliance. These initiatives reflect our belief that healthcare is a right, not a privilege. By removing financial barriers, we aim to support vulnerable sections of society and reinforce our commitment to social responsibility alongside medical excellence.

What makes your leadership stand out? What methodologies do you follow as a leader?

What distinguishes my leadership is a focus on inclusivity, collaboration, and continuous learning. I believe in a 360-degree feedback approach where every voice matters, and decisions are shaped through collective inputs rather than top-down directives. I encourage my team to share ideas openly, acknowledge mistakes without hesitation, and take corrective measures when required. This culture of trust and openness not only strengthens relationships but also builds accountability across all levels. I see leadership as a shared responsibility, where success comes from collaboration and alignment with the broader organizational vision. By fostering dialogue and empowering individuals to take ownership, I ensure that outcomes are sustainable, meaningful, and beneficial to both the institution and the people we serve.

What is your vision and future roadmap?

Beyond my current role as Group CAO, I also serve as an international healthcare consultant for investors and organizations across the US, UK, Germany, and Singapore. With management's approval, I continue to advise global stakeholders on healthcare systems and expansion strategies. At Vydehi, our roadmap is to expand further, strengthen super-specialties, adopt global best practices, and continue being a digitally advanced, patient-centric institution. CEO

EDUCATION

- 2007 M.B.A (Human Resource Management) from Pondicherry Central University, Pondicherry, India
- 2003 M.D (Hospital Administration) from Nizam's Institute of Medical Sciences, Hyderabad
- 1996 M.B.B.S. from Siddhartha Medical College, Vijayawada, India