HEALTHCARE PROJECTS

Banane Se Chalane Tak

Strategy, clinical infrastructure, compliance, people, operating systems and growth - brought together for hospitals, IVF centres, clinics and diagnostics.

PLAN	BUILD	OPERATE	GROW

WHY OVACRAFT

A facility is only successful when the business behind it runs.

OvaCraft connects project creation with day-to-day operation. The approach is informed by 12+ years of healthcare and fertility project, operations, compliance, CRM and growth experience.

Leadership



Shilpy Jha
Chief Executive Officer

Leads OvaCraft's vision, client experience and execution culture.



Raghav Kashyap
Healthcare Projects & Operations Advisor

Guides project planning, operating systems, compliance and growth strategy.

COMPLETE SERVICE SCOPE

From feasibility to performance

Healthcare Project Planning Location assessment, concept, investment heads, risk and execution roadmap.	**Hospital Turnkey Setup** Layout coordination, civil/MEP, interiors, equipment, vendors and go-live.
IVF & ART Level-1 Satellite model, patient journey, documentation, CRM and hub integration.	**IVF & ART Level-2** Embryology laboratory, clinical workflows, equipment, quality systems and commissioning.
Modular OT & IVF Lab Zoning, HVAC/AHU interfaces, materials, equipment placement and validation coordination.	**Licensing & Quality Readiness** Documentation trackers, statutory readiness and NABH-aligned systems.
Recruitment & Training Manpower plan, hiring coordination, induction and performance expectations.	**SOPs, MIS & Operations** Patient journey, billing controls, dashboards, reviews and escalation systems.
Brand, CRM & Lead Conversion Positioning, enquiry capture, call-centre workflow and conversion management.	**Expansion & Partnerships** Hub-and-spoke planning, partner roles, controls and performance reporting.

Delivery pathway

1. Discover	2. Blueprint	3. Execute	4. Operate
Clinical vision and feasibility	Scope, budget and timeline	Vendors, compliance and team	SOP, MIS, CRM and growth

PROFESSIONAL EXPERIENCE

Projects led during healthcare leadership roles

The organisations below represent professional experience during employment. They are not presented as OvaCraft clients, partners or endorsements.

Crysta IVF	IVF centre development, Level-1/Level-2 workflows, operational launches, team, CRM and growth systems.
Zivia IVF	Fertility centre development, patient journey, operating systems, brand, CRM and performance management.
Women Pride Hospital & IVF	Multispecialty hospital operations, Level-2 hub, Level-1 satellite model, modular OT, IVF lab and growth systems.

OvaCraft Conversations

Planned long-form discussions with fertility specialists and healthcare leaders on IVF centre challenges, treatment education, patient questions, compliance, operations and responsible growth. Guest participation and details are published only after confirmation.

ENGAGEMENT START

90-minute Healthcare Project & Feasibility Consultation

A structured first discussion covering project model, location, investment heads, dependencies, risk areas and recommended next decisions. Commercial terms are confirmed before scheduling.

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Disclaimer: Information in this profile is preliminary. Scope, fees, timelines and responsibilities become binding only through a separately accepted written proposal or agreement. Regulatory requirements and approvals must be confirmed for each location and project.