

Jae-Hoon Choi Profile by Category

International Healthcare Cooperation · Global Hospital Operations · AI Hospital SCM · Integrated Healthcare Logistics

Core Positioning

Jae-Hoon Choi is a project-oriented healthcare executive and international cooperation specialist with more than 43 years of experience across government advisory roles, ODA/EDCF/KOICA-related cooperation, Seoul National University Hospital, UAE Presidential Hospital operations, pharmaceuticals, diagnostics, medical devices, hospital MSO/GPO, integrated hospital procurement and logistics, digital hospital export, AI-based hospital SCM and healthcare workforce education. His core value is the ability to convert healthcare ideas into operational, auditable, scalable and sustainable systems.

Key Asset	Evidence / Scale	Strategic Value
43+ years in healthcare	Full-cycle healthcare experience from pharmaceuticals to hospitals, diagnostics, medical devices and government-linked projects	Broad perspective for healthcare modernization, project design and execution
Global hospital operation	COO of Sheikh Khalifa Specialty Hospital under UAE Presidential Affairs; full non-clinical operations, KPI, outsourcing, procurement, logistics, ICT, BME and facilities	Hospital opening readiness, operational governance, KPI, quality systems and public-hospital management
ODA / EDCF / KOICA interface	Korean government advisory and development-cooperation experience, including EDCF/Korea Eximbank and KOICA expert/consultant platforms	Feasible, fundable and government-aligned healthcare project development
AI hospital SCM / patents	Hospital integrated logistics and AI SCM patents; 6PL concept, barcode/UDI/data-chain approach	Reduction of stock-outs, expired inventory and weak supply-chain visibility
Education and capacity building	E-learning, QR training, operational manuals, micro-credential concepts and workforce development	Practical healthcare workforce development, medical education and continuous training

1. Executive Summary

Mr. Choi has worked across the full healthcare value chain: pharmaceutical industry, diagnostic and laboratory systems, medical devices, hospital management support, integrated procurement and logistics, global hospital operation, government-linked healthcare project development, digital hospital export and AI-based hospital SCM.

He is especially strong in connecting policy, hospital operations, procurement, logistics, workforce training, digital systems and industry partners into one executable project model. This profile is designed as a general-purpose introduction for ministries of health, hospitals, universities, development agencies, medical-device companies, smart-hospital partners and global healthcare investors.

2. Core Capability Areas

Capability Area	Experience Base	Transferable Value
Government & ODA cooperation	Korean government advisory roles; International Development Cooperation Committee; EDCF/Korea Eximbank and KOICA-related expert/consultant experience	Project concept development, governance design, feasibility, stakeholder coordination and development-finance logic
Health systems strengthening	UAE Presidential Hospital COO experience; SNUH senior advisor/consultant; hospital operation, KPI, outsourcing, SOP and international accreditation readiness	Operational improvement, KPI design, quality systems, hospital-management readiness and public-hospital governance
Digital health & smart hospital	CEO of Korea Digital Hospital Export Agency; promotion of Korean digital/mobile hospitals; AI hospital SCM patents and smart logistics design	Digital hospital roadmaps, telehealth, HIS/EMR/LIS/RIS interface thinking, data-chain design and operational digitization
Healthcare supply chain	EZMedicom CEO; integrated purchasing/logistics for large Korean hospital networks; 29,000 supplier platform experience	Reduction of stock-outs, expiry waste and procurement opacity; integrated SCM for medicines, devices and consumables
Medical industry linkage	Pharmaceuticals, diagnostics, clinical laboratory, medical devices and equipment association networks	Connecting Korean technology, hospital demand, product validation, turnkey packages and international market entry
Workforce education	E-learning, QR training, operational manuals, micro-credential and training package concepts	Continuous education, hospital operator training, technical workforce training and university-hospital education models

3. Government, ODA and International Development Cooperation

Mr. Choi's government-related experience is not simply ceremonial. It provides a practical basis for structuring public healthcare projects, coordinating stakeholders, preparing feasible proposals and understanding the logic of development finance, grant aid and government-to-government cooperation.

Role / Institution	Description	Project Value
Presidential advisory role	Advisor in a Korean presidential-level policy commission related to national infrastructure and healthcare perspectives	Connecting healthcare infrastructure with urban development, smart cities and public-service planning
International Development Cooperation Committee	Civilian expert member in a Prime-Minister-chaired Korean development-cooperation structure involving multiple ministries	Understanding ODA priorities, inter-ministerial coordination and public-health cooperation
EDCF / Korea Eximbank	Registered consultant/expert interface with Korea's concessional development-finance structure	Designing bankable healthcare infrastructure and capacity-building projects
KOICA expert platform	Expert/consultant registration and experience related to grant-aid and institutional capacity-building programs	Training, public health, remote healthcare, workforce development and technical cooperation
International development consulting	Advisory experience through Korean international development consulting networks	Feasibility, governance, institutional coordination and project implementation structures

4. Global Hospital Operations: UAE Presidential Hospital COO Experience

Mr. Choi served as Chief Operating Officer of Sheikh Khalifa Specialty Hospital, a UAE Presidential Hospital project managed by Seoul National University Hospital. His scope covered procurement, contracts, logistics, outsourcing, ICT, BME, facilities, general affairs, government relations and KPI management.

The significance of this experience is that he did not only observe an international hospital project. He operated the non-clinical backbone required for a hospital to function safely, efficiently and accountably.

Operational Asset	Content	Replicable Use
Opening readiness	Technical and financial proposals, clinical/operational/financial plans, contingency plans, Gap & Snag reporting	New hospital, expansion, renovation and delegated operation projects
KPI & audit	Service-level control, contract performance, corrective action plans and periodic audit reporting	Public hospital performance management and accountability
Non-clinical integration	ICT, procurement, logistics, BME, facilities, outsourcing and government relations	Improving fragmented support functions in hospitals
Policy & SOP	Policy, procedure, manuals, training and international accreditation readiness	Standardized operational practice and quality improvement
Vendor/outsourcing control	Management of 26 categories of service/outsourcing contracts	Better contract supervision and cost-quality control

5. Seoul National University Hospital and EZMedicom

Mr. Choi worked as a senior advisor/consultant for Seoul National University Hospital and previously served as CEO of EZMedicom, a Seoul National University Hospital subsidiary specializing in integrated hospital procurement and logistics. His work included e-tendering, supplier management, barcode-based operations, VMI/zero-inventory concepts, hospital internal logistics and procurement-data transparency.

- Managed an integrated purchasing and logistics platform dealing with approximately 29,000 suppliers.
- Provided integrated procurement/logistics services to major Korean hospital networks, including large public and university hospitals.
- Led turnaround, growth and patent-based innovation in hospital SCM and zero-inventory logistics.
- Extended hospital logistics into strategic management data, including purchasing, consumption, inventory, cost, traceability and supplier performance.

6. Digital Health, AI Hospital SCM and Smart Operations

Digital health should not be limited to the installation of software. It must improve how health services are delivered, how supplies are monitored, how patients are supported, how hospitals are managed and how data is used for decisions. Mr. Choi's digital-health relevance is grounded in hospital operations, not only technology promotion.

- Experience promoting Korean digital hospitals and mobile hospitals through the Korea Digital Hospital Export Agency.
- AI-based hospital integrated logistics patents and 6PL-oriented concept linking inventory, usage, procurement, barcode/UDI and patient-level cost data.
- Understanding of LIS, diagnostic laboratory workflow, reagent logistics and smart reagent management from Ortho Clinical Diagnostics / Johnson & Johnson Clinical Diagnostics experience.
- Potential application to medicine and medical-consumable visibility, stock-out reduction, expiry management, cold-chain monitoring, facility-wide logistics and evidence-based purchasing.

7. Full Healthcare Value Chain Experience

Sector	Experience	Practical Application
Pharmaceuticals	Experience in Korean and multinational pharmaceutical environments, including Roche and Janssen-related experience	Medication supply, hospital access, procurement, industrial cooperation and market-entry logic
Diagnostics & laboratories	Johnson & Johnson / Ortho Clinical Diagnostics experience; understanding of central lab, emergency lab, LIS, equipment, reagents and workflow	Hospital lab modernization, commercial lab planning, equipment-reagent integration and QA/QC thinking
Medical devices	Commissioner/consultant experience with Korean medical-device industry networks covering hundreds of companies	Equipment selection, turnkey supply, overseas validation, training, maintenance and regulatory awareness
Hospital systems	E-commerce, e-tendering, integrated purchasing, supplier database and hospital logistics platform experience	Procurement transparency, traceability, cost control and stock-out prevention
Healthcare education	E-learning, QR manuals, practical training, micro-credential concepts and operational education	Training packages for hospital managers, technicians, nurses, procurement/logistics teams and students

8. Health Workforce Development and Medical Education

Health workforce development and medical education are not separate from system strengthening. A hospital, clinic, laboratory or digital-health system can only operate sustainably when people are trained, protocols are clear, manuals are usable and learning continues after project completion.

Training / Education Area	Possible Program Content	Expected Outcome
Hospital operations training	KPI, SOP, workflow, outsourcing, facility/BME/ICT coordination, opening readiness	Managers and operators able to run hospitals with measurable performance
Digital health training	HIS/EMR/LIS basics, digital workflow, telehealth operation, data governance and AI SCM concepts	Health workers and managers who understand digital tools as operational systems
Supply-chain training	Medicine/device/consumable procurement, barcode, inventory, expiry, vendor control and stock-out prevention	Reduced waste, improved availability and stronger accountability
Laboratory and diagnostics training	Central/emergency lab workflow, LIS, equipment/reagent management, QC/QA and sample logistics	More reliable diagnostic service delivery and laboratory modernization
Micro-credential / e-learning	QR manuals, digital training modules, continuing education and certificate programs	Scalable, repeatable and lower-cost workforce development

9. Possible Cooperation Agenda

Priority Area	Possible Contribution	Typical Partners
Digital health and health information systems	Practical digital-health roadmap, hospital data-chain design, LIS/diagnostic interface, telehealth and AI SCM concept	Ministries, hospitals, universities, ICT partners, donors
Health systems strengthening	KPI, SOP, procurement/logistics, hospital operations, public-hospital performance, governance and audit structure	Ministries, public hospitals, development partners, hospital groups
Health workforce development	E-learning, micro-credentials, hospital operations curriculum, QR training, equipment operation and maintenance training	Universities, training institutes, hospitals, ODA programs
Medical education and university cooperation	Curriculum cooperation, hospital-based training, faculty exchange, joint certificate and practical healthcare education modules	Medical schools, health science universities, hospitals, Korean partners
Evidence-based policymaking	Pilot project design, data collection points, performance indicators, feasibility logic and policy-to-operation roadmap	Policy units, research institutes, universities
Hospital/laboratory modernization	New hospital preparation, laboratory workflow, equipment package, maintenance, supply chain and operating manuals	Hospitals, laboratories, medical device partners, donors
Healthcare project PM/PMC	Project portfolio management, procurement/contracting, risk, schedule, cost, quality and stakeholder coordination	Ministries, donors, contractors, universities, hospital operators

10. PM / PMC Role for National and International Healthcare Projects

Mr. Choi's role is most useful when a project is complex enough to require connection among policy, hospitals, education, procurement, finance, donors, contractors and operations. He can support national or international healthcare projects as a principal consultant, PM/PMC advisor, project development specialist or health systems implementation partner.

- Project development: identifying needs, preparing concept papers and converting ideas into structured project proposals.
- Feasibility and roadmap: reviewing demand, cost, phasing, risk, operating model and financing possibility.
- Procurement and contract: designing equipment/system packages, supplier evaluation, contract management, delivery, inspection, training and maintenance logic.
- Hospital operation: KPI, SOP, organization, outsourcing, BME, facilities, logistics, ICT, opening readiness and audit systems.
- Digital health: HIS/EMR/LIS/RIS, telehealth, data governance, AI SCM and patient-level cost/usage linkage.
- Education and capacity building: e-learning, QR training, operational manuals, micro-credentials and practical healthcare workforce education.

11. Suggested Short Introduction

30-second introduction

Mr. Jae-Hoon Choi is a Korean healthcare executive and international cooperation specialist with more than 43 years of experience across government advisory work, Seoul National University Hospital, UAE Presidential Hospital operations, pharmaceuticals, diagnostics, medical devices, digital hospitals and AI-based hospital logistics. His strength is not only advisory knowledge, but the ability to convert healthcare ideas into operational, auditable and sustainable systems.

3-minute introduction

Mr. Choi's experience is relevant to digital health, health systems strengthening, health workforce development, medical education, hospital modernization, smart hospital planning, healthcare supply-chain strengthening and evidence-based project implementation. He served as COO of a UAE Presidential Hospital managed by Seoul National University Hospital, led integrated procurement and logistics for large hospital networks in Korea, worked with pharmaceutical, diagnostic and medical device industries, and has been involved in Korean ODA/EDCF/KOICA-related healthcare cooperation.

12. Contact

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