

## BIOGRAPHICAL SKETCH

<b>NAME: KORPONG ROOKKAPAN</b>	<b>POSITION TITLE: ASSISTANT PROFESSOR</b>
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<b>AFFILIATION:</b>	<b>CHIEF QUALITY OFFICER, BUMRUNGRAD INTERNATIONAL HOSPITAL, BANGKOK, THAILAND</b>
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### EDUCATION:

<b>INSTITUTION AND LOCATION</b>	<b>DEGREE</b>	<b>YEAR</b>	<b>FIELD OF STUDY</b>
Prince of Songkla University, Thailand	MD	1986-1992	Medicine
Prince of Songkla University, Thailand	Certificate Board	1992-1996	Otolaryngology Head and Neck Surgery
Children's Hospital Medical Center, University of Cincinnati, OH, USA	Research Fellow	1999-2000	Pediatric Laryngology
St. Louis Children Hospital, Washington University, MO, USA	Visiting Fellow	2000	Pediatric Rhinology
Prince of Songkla University, Thailand	Certificate	2002	Clinical Epidemiology (International)
ASSUMPTION UNIVERSITY, BANGKOK	Certificate	2003	Advanced Management Program for HealthCare Executives
INSTITUTE OF HEALTH AND SOCIAL RESOURCES DEVELOPMENT	Certificate	2008	Peaceful Conflict Management
INSTITUTE OF TRAINING AND DEVELOPMENT (JOHN C. MAXWELL)	Certificate	2008	Building the Leadership Team for Outstanding Results
INSTITUTE OF TRAINING AND DEVELOPMENT & PENNSYLVANIA STATE UNIVERSITY (WILLIAM ROTHWELL)	Certificate	2008	Strategic HR Transformation and Organization Development
INNOVATION IN HEALTHCARE ORGANIZATION	Certificate	2012	Bangkok Hospital Group of Hospitals

ADVANCES IN ANTIAGING	Certificate	2012	Mae Fah Luang School of Anti Aging and Regenerative Medicine
HUMAN RESOURCE MANAGEMENT: EAST & WEST	Certificate	2012	College of International Exchange Shanghai University
INFLUENCER	Certificate	2012	HeaLDAT & PacRim
BUILDING THE NEXT GENERATION OF LEADERS	Certificate	2013	PacRim

## EMPLOYMENT AND PROFESSIONAL EXPERIENCE:

Year	Position, Employment, Experience, or Honors
1992-1996	Faculty of Medicine, Prince of Songkla University, Thailand: <b>House Resident:</b> Otolaryngology
1992-	<b>Member</b> of the Thai Medical Association
1997-	<b>Member</b> of the Royal College of Otolaryngologists of Thailand
1997-2002	Faculty of Medicine, Prince of Songkla University, Thailand; <b>Faculty Member:</b> Otolaryngology
1998-1999	<b>Post Graduates Committee</b> , Faculty of Medicine, Prince of Songkla University, Thailand
2000-	<b>Founder</b> of Pediatric Otolaryngology Association of Thailand
2002-2003	<b>Faculty Ethics Committee</b> , Faculty of Medicine, Prince of Songkla University, Thailand
2002-	<b>Member</b> of Forum for Ethical Board Review Committee of Thailand (FERCIT)
2002-2003	<b>Pharmaceutical Therapeutic Committee:</b> Songklanagarinda Hospital School of Medicine, Faculty of Medicine, Prince of Songkla University, Thailand
2002-2003	<b>Assistant Dean</b> for Hospital Administration, Faculty of Medicine, Prince of Songkla University, Thailand
2002-2003	<b>Faculty Administrative Committee:</b> Faculty of Medicine, Prince of Songkla University, Thailand
2002-2003	<b>Deputy Hospital Director:</b> Songklanagarinda Hospital School of Medicine, Faculty of Medicine, Prince of Songkla University, Thailand
2002-	<b>Assistant Professor</b> of Otolaryngology, Faculty of Medicine, Prince of Songkla University, Thailand:
2003-2004	<b>Assistant Hospital Director</b> , BNH Hospital, Bangkok <ol style="list-style-type: none"> <li>1. Quality Management</li> <li>2. Pharmacy Service</li> <li>3. Imaging Service</li> <li>4. Rehabilitation Service</li> <li>5. Clinical Laboratory Service</li> <li>6. Human Resource Management and Development</li> <li>7. OPD-Digestive and Liver Center</li> </ol>
2004-2005	<b>Business Development Manager</b> , Samitivej Sukhumvit Hospital, Bangkok <ol style="list-style-type: none"> <li>1. <b>Strategic Management:</b> Planning and Execution Lead Team</li> <li>2. <b>Samitivej Experience:</b> "We Care" Project Team Lead</li> <li>3. <b>New Businesses Development</b></li> <li>4. <b>New Hospital Projects</b></li> </ol>

<p>2005-2010 (June)</p>	<p><b>Assistant Hospital Director</b>, Samitivej Sukhumvit Hospital, Bangkok</p> <ol style="list-style-type: none"> <li>1. <b>“Women-Child Cluster”</b>: Women’s Health, Child’s Health, Beauty, Plastic Surgery</li> <li>2. <b>“Wellness Cluster”</b>: Wellness Center, Dental, Psychiatry, Ophthalmology and Otolaryngology</li> <li>3. <b>“Liver and Digestive Institute”</b></li> <li>4. <b>Strategic Management</b>: Planning and Execution</li> <li>5. <b>Hospital Projects: Owner and Lead</b> <ol style="list-style-type: none"> <li>5.1 <b>“Samitivej We Care”</b> Campaign</li> <li>5.2 <b>“Minimally Invasive Surgery (MIS)”</b> Campaign</li> <li>5.3 <b>“Price Guaranteed”</b> Campaign</li> <li>5.4 <b>“One Stop Service”</b> at Liver and Digestive Institute: OPD-Endoscopy Center</li> <li>5.5 <b>“Launching Fibroscan”</b> the First in Thailand</li> <li>5.6 <b>“1 Hospital 3 Locations Project”</b> (Sukhumvit-Srinagarind-Sriracha): Beauty Center, Wellness Center, Liver and Digestive, Dental</li> <li>5.7 <b>“Samitivej Physician Performance”</b> Project</li> <li>5.8 <b>“Samitivej (3 locations) Doctors”</b> Engagement Project</li> <li>5.9 <b>“Samitivej (3 locations) &amp; BNH Doctors”</b> Engagement” Project</li> <li>5.10 <b>“Samitivej Wellness and Lifestyle”</b> Loyalty Program</li> <li>5.11 <b>“Lady First”</b> Project</li> <li>5.12 <b>“Personal Health Secretary”</b> Project</li> <li>5.13 <b>“Samitivej VIP”</b> Service</li> <li>5.14 <b>“OPD Captain”</b> Project</li> <li>5.15 <b>“Health Check Up Report Software”</b> Development</li> <li>5.16 <b>“Samitivej Executive Check Up”</b> Service</li> <li>5.17 <b>Digital “i-care” Telemedicine</b> Project</li> <li>5.18 <b>“Samitivej EMR”</b> Project</li> <li>5.19 New Staff Orientation Program</li> <li>5.20 Samitivej Rak-Suk-Ka-Parb (Employee Health Promotion) with SOR-SOR-SOR,</li> <li>5.21 <b>“Samitivej Village”</b>: CSR with PDA (K.Meechai V.) at Korat</li> <li>5.22 Samitivej Toy Library with PDA</li> </ol> </li> </ol>
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	<p><b>6. Chairperson</b></p> <ul style="list-style-type: none"> <li>6.1 CAPEX Utilization Committee</li> <li>6.2 Clinical Technology Management Committee</li> <li>6.3 Medical Communication and Information (MCI) Committee</li> <li>6.4 Samitivej Health Promotion Committee</li> <li>6.5 Samitivej Excellence Service Committee</li> </ul> <p><b>7. Committee Member</b></p> <ul style="list-style-type: none"> <li>7.1 Roundtable Hospital Executives Committee</li> <li>7.2 Joint Hospital Executives and MSO Committee</li> <li>7.3 Employee Engagement Committee</li> <li>7.4 Connected Hospital Committee</li> </ul> <p><b>8. Adviser</b></p> <ul style="list-style-type: none"> <li>8.1 Samitivej Ambassador Program (Exchange Program to Shin Tokyo Hospital Japan, University of New South Wales, Australia and Sime Darby Hospital, Malaysia)</li> <li>8.2 Advisor to Nursing Staff Development Programs</li> <li>8.3 Advisor to Marketing New Product Development Programs</li> </ul>
2010-	<p><b>Founder Member &amp; Chairperson to the Scientific Committee: Healthcare Leader's Development Association of Thailand (HeaLDAT)</b></p> <ul style="list-style-type: none"> <li>1. Founding Member: 2010-</li> <li>2. Scientific Committee Chairperson to Scientific Committee: 2010-2011</li> <li>3. Advisor to the Scientific Committee: 2011- 2012</li> <li>4. Scientific Committee Chairperson to Scientific Committee: 2013 -</li> </ul>
2010 (June-Dec)	<p><b>Medical Advisor:</b> Clinical Development and Medical Advisor of Novartis (Thailand) Co.Ltd.</p>

<p>2011 (Jan-Dec)</p>	<p><b>Assistant Hospital Director:</b> Bangkok Trat Hospital (BTH) &amp; International Clinic Koh Chang (ICK), Trat</p> <ol style="list-style-type: none"> <li>1. "2011 BTH &amp; ICK" Strategies</li> <li>2. "New Products Launching": <ol style="list-style-type: none"> <li>a. Quarter 1: NeuroSurgery</li> <li>b. Quarter 2: ENT</li> <li>c. Quarter 3: Cardiology, Arthroplasty</li> <li>d. Quarter 4: Infertility Consultation and Screening, and Laparoscopic Gynecologic Surgery</li> </ol> </li> <li>3. <b>"OPD Transformation &amp; IPD Case Manager"</b> Project</li> <li>4. "BTH IPSG" Compliance Project</li> <li>5. <b>"Performance Management System"</b></li> <li>6. "BTH 5 Stars Service" Project</li> <li>7. <b>"Stars of the East"</b> Talent Development Project</li> <li>8. "3 H": Happy and Healthy Home Campaign</li> <li>9. <b>"BTH Way"</b>: 3 Years Hospital Roadmap</li> <li>10. <b>"ICK Electronic Patient Record" (EPR)</b> Project: OPD/IPD</li> <li>11. <b>"ICK-JCI-Ambulatory Care"</b> Accreditation First in Thailand</li> <li>12. "Koh Chang International Hospital" Feasibility Project</li> <li>13. <b>"BTH Social Network"</b> Project (New Website, Facebook, Twitter, Email, E-Payment)</li> </ol>
<p>Jan 2012- May 2013</p>	<p><b>Chief Operating Officer:</b> Vejthani Hospital, BANGKOK</p> <ol style="list-style-type: none"> <li>1. <b>Hospital</b> <ol style="list-style-type: none"> <li>a. Launching New Medical Services <ol style="list-style-type: none"> <li>i. New GI &amp; Endoscopic Center</li> <li>ii. New Eye Center</li> <li>iii. New Breast Center</li> <li>iv. New Stereotactic Guided Breast Biopsy</li> <li>v. New IPD Rehabilitation Center</li> </ol> </li> <li>b. Launching New Hospital Services <ol style="list-style-type: none"> <li>i. TrakCare 2010 (Web Based HIS)</li> <li>ii. Pharmacy Robot Dispensing Machines</li> <li>iii. PeopleSoft 9.1 (Web Based)</li> </ol> </li> <li>c. Hospital Community and CSR Projects</li> <li>d. Set up Medical Executive Committee</li> <li>e. Set up Physician – Hospital Alignment Strategies</li> <li>f. Set up Physician Recruitment – Development – Evaluation with MSO</li> </ol> </li> </ol>

## **2. Quality Management**

- a. JCI Triennial Hospital Reaccreditation
- b. CCPC – Total Knee Arthroplasty (First in Thailand)
- c. CCPC – Heart Failure
- d. CCPC – Diabetes
- e. ISO 15189
- f. ISO 14001
- g. HACCP

## **3. Nursing Services**

- a. Vejthani Nursing Talent Pool
- b. Review and Revise Nursing JD, Competency level and payment scheme
- c. Nursing Case Study Project
- d. New Nursing Staff On Boarding Program
- e. Nursing Preceptor Program
- f. Nursing Staff Development Program for Talent

## **4. Operation Management 1 (Medical Support)**

- a. Margin Management Project:
  - i. Review and Revise Pricing Structure of Drugs, Medical Supplies, Medical Equipment, Radiology, Laboratory Services (inside and outsource)
  - ii. Vendor Relationship Management
  - iii. Vendor Performance Evaluation Program
- b. Implementing OPD & IPD Pharmacy Robots
- c. Professional Development Program for Rehabilitation, Pharmacy, Radiology
- d. Pharmacists Young Talent Retention Program

## **5. Operation Management 2 (General Support)**

- a. 2012 Hospital Facility Improvement Project
  - i. Operating Theater
  - ii. Operating Theater Waiting Lounge
  - iii. International Lounge
  - iv. Fire Safety Facility
  - v. Energy Saving Project
  - vi. Waste Management System Upgrade
  - vii. Clean & Safe Environment Project
- b. Insurance Best Practice Project
- c. Smart Security Project
- d. Smart Housekeeping Service Project

**6. Human Resources Management**

- a. Employee Self Service via PeopleSoft
- b. Manager Self Service via PeopleSoft
- c. Performance Management Project
- d. Human Relation Management Project
- e. HR Communication via Digital Signage

**7. Human Resources Development**

- a. Vejthani Victory DNA Project (12 months)
  - i. Level 1-12
  - ii. Think – Speak – Act
  - iii. Passionate to Win – Stunning Innovative – Global Profession
- b. Vejthani Ambassador Project
- c. New Staff New Orientation and On Boarding Program

**8. Information Technology**

- a. PeopleSoft 9.1 Web Based Implementation
  - i. Profile Management
  - ii. Time & Attendant
  - iii. Payroll
  - iv. Absence Management
  - v. Benefit Management
  - vi. E-Compensation
  - vii. Performance Management System
  - viii. E-Learning
  - ix. Recruit
  - x. Workforce Management
  - xi. Career Management
- b. Starting Vejthani EMR Project

**9. Call Center and Hospitality Services**

- a. Set up and Train Hospitality Service Staff
- b. Hospital Best Service Project (from Satisfaction to Loyalty)
- c. Implement Call Center CRM Program

**10. Hospital Supervisor**

- a. Supervisor Case Study Series
- b. Review and Revise Authorization and Empowerment Structure
- c. Smart Hospital Supervisor



<p>June 2013- Aug 2013</p>	<p><b>Assistant to Medical Director:</b> Bumrungrad International Hospital, BANGKOK</p> <ol style="list-style-type: none"> <li>1. Medical Executives responsibility <ol style="list-style-type: none"> <li>1.1 Department of Surgery Meeting</li> <li>1.2 Department of Gastroenterology and Hepatology Meeting</li> <li>1.3 Department of Cardiovascular Disease Meeting</li> <li>1.4 Operating Room</li> <li>1.5 Pharmacy Therapeutics and Transfusion Committee</li> </ol> </li> <li>2. Medical Executive designated to Quality Management and Patient Safety;</li> <li>3. Medical Technologies Assessment</li> </ol>
<p>Sept 2013- Present</p>	<p><b>Chief Quality Officer</b> Bumrungrad International Hospital, BANGKOK</p>

## **PRESENTATIONS/LECTURES:**

1. October, 2000: Chronic Esophageal Foreign Bodies in Children at Society of ENT Advances in Children (SENTAC) Meeting (part of American Academy of Pediatrics Annual Meeting), Chicago, IL, USA
2. April, 2001: Hemangiopericytoma in Children, Poster at ASEAN ORL Congress, Singapore
3. May, 2001: Advances in Pediatric Airway Evaluation at Annual Congress of the Royal College of Otolaryngologists of Thailand, Cha-Am, Thailand
4. May, 2001: Update Management of Tracheal Stenosis in Children, Annual Congress of the Royal College of Otolaryngologists of Thailand, Cha-Am, Thailand
5. August, 2001: Treatment Guideline for Acute Otitis Media in Children, Annual Faculty Conference, Faculty of Medicine, Prince of Songkla University, Hat Yai, Songkhla, Thailand.
6. October, 2001: Practice guideline for treatment of Acute Otitis Media in Children; A Concept from a Literature Review, Royal College of Otolaryngologists of Thailand Congress, Bangkok.
7. January, 2002: Upper Airway Evaluation and Management in Children in Emergency Medicine Conference, Prince of Songkla University, Hat Yai, Songkhla, Thailand.
8. May, 2002: Endonasal Endoscopic Dacryocystorhinostomy, Annual Congress of the Royal College of Otolaryngologists of Thailand, Cha-Am, Thailand.
9. October, 2002: Laryngotracheal Reconstruction: Pearls and Pitfalls, Royal College of Otolaryngologists of Thailand Congress, Bangkok.
10. May, 2005: Advanced Management Update in Otitis Media in Children; An Interactive Panel Discussion. Royal College of Otolaryngologists of Thailand Congress, Chiang Mai.
11. November 2007, 11<sup>th</sup> Asia Oceania ORL Head and Neck Congress, New Trend for Laryngotracheal Stenosis. Pattaya, Thailand.

12. Instructor for Visiting Nurses from Sime Darby Medical Center, Kuala Lumpur, Malaysia on "Healthcare in the Thailand in the Private Sector": 2008-2010, Bangkok, Thailand.
13. Instructor for Visiting Students from MBA Program, University of Nebraska, USA on "Innovation in Healthcare in Thailand": 2008, Bangkok, Thailand.
14. Instructor on "Healthcare in the Thailand in the Private Sector" for Nursing Administration Master Program, Chulalongkorn University 2008-2009, Bangkok, Thailand
15. Instructor for Visiting Executives from the University of New Southwales, Australia on "Healthcare in the Thailand in the Private Sector": 2009, Bangkok, Thailand.
16. Guest Instructor on "Internet Marketing" at Assumption University International Program 2009-2010, Bangkok, Thailand.
17. Guest Instructor on "Strategic Planning" at Thai-German Association of Thailand 2010. Cholburi, Thailand.
18. August, 2010: Happy Workplace: How I do it?" A Panel Discussion. "Navigating Healthcare through Leadership Development". 2010 Healthcare Leader's Development Association of Thailand Annual Symposium. Bangkok, Thailand
19. August, 2010: Management Journal Club Launching: "Getting Ready", Bumrungrad International, Bangkok, Thailand
20. September, 2010: Management Journal Club: "Managing Yourself", Bumrungrad International, Bangkok, Thailand
21. September, 2010: Management Journal Club Launching: "Value People", Bumrungrad International, Bangkok, Thailand
22. November, 2010: Management Journal Club Launching: "Performance Appraisal", Bumrungrad International, Bangkok, Thailand
23. December, 2010: Management Journal Club Launching: "the Goal", Bumrungrad International, Bangkok, Thailand
24. April 2011: Current and Future of Healthcare in Thailand: A Panel Discussion. "The New Face of Healthcare Organization". 2011

Healthcare Leader's Development Association of Thailand Annual Symposium. Bangkok, Thailand

25. December, 2011: Management Journal Club: "Talent Management", Bumrungrad International, Bangkok, Thailand
26. January, 2012: "Hospital Information System Implementation Strategy": Thai Medical Informatics Association Annual Conference. Bangkok, Thailand
27. March, 2012: "Nurses Roles in AEC": Master Degree Post Graduate Special Program, Faculty of Nursing, Chulalongkorn University, Bangkok, Thailand.
28. June, 2012: "Leveraging Real-Time Visual Management to Redesign Patient Journey": Patient Flow Optimization 2012 Conference. Kuala Lumpur, Malaysia.
29. August, 2012: "Leaders Built or Buy" in Discover the Leader in You Conference, Bumrungrad International, Bangkok, Thailand.
30. August, 2012: "Are you ready for AEC": Faculty of Nursing, Chulalongkorn University, Bangkok, Thailand.
31. November, 2012: "Quality Improvement in Hip and Knee Arthroplasty" Poster Presentation in the 29<sup>th</sup> Annual ISQua (the International Society for Quality in Healthcare) Conference, Geneva, Switzerland.
32. November, 2012: "Public & Private Collaboration" in Crisis Management in Healthcare Today: Healthcare Leaders Development Association of Thailand, Bangkok, Thailand.
33. November, 2012: "Maximizing Waste Management Cost Savings through Effective Inventory Administration" at Healthcare Waste Management International Conference, Bangkok, Thailand
34. November, 2012: "Understanding the Importance of an Efficient Inventory Management System for Medical Supplies to Support Medical Tourism Needs" in Hospital Supply Chain Management World Asia 2012, Singapore.
35. January 3, 2013: "Challenges of Nursing Practices in New Era" for Students in Master Degree Program on Nursing Management, Christian University, BANGKOK, Thailand

36. January 15, 2013: "Strategic Planning Process: from Theory to Practice: Guest Speaker": Bachelor Degree Students in Business Management, Hua Chiew University, BANGKOK, Thailand
37. January 18, 2013: "Medication Safety: What We Learn from JCI": Faculty of Medicine, Chulalongkorn University, BANGKOK, Thailand
38. January 24, 2013: Healthcare in Thailand: Guest Speaker and Hospital Visit": Oversea Students from Austria in Nursing School, Assumption University, BANGKOK, Thailand

#### **PUBLICATIONS:**

1. Ratanasukon M, Rookkapan K, Choobun K: Regional Metastatic Malignant Melanoma of the Lacrimal Sac: A Case Report: Thai J Ophthalmol 1998; 12(2): 159-164.
2. Rookkapan K, Ratanasukon M: Endonasal Endoscopic Dacryocystorhinostomy: A Preliminary Report: Thai J Ophthalmol 2000; 14(2)155-61.
3. Anuntaseree W, Rookkapan K, Kuasirikul S, Thongsuksai P: Snoring and Obstructive Sleep Apnea in Thai School-Age Children: Prevalence and Predisposing Factors: Pediatr Pulmonol 2001; 32: 222-227.
4. Puanpathom N, Maipang M, Rookkapan K: Textbook in Emergency Medicine, 2002
5. Miller R S, Willging J P, Rutter M J, Rookkapan K: Int J Ped Otolaryngol 2004; 68(3): 265-272
6. Rookkapan K, Nimanarat T: Anatomical Landmark of the Sphenoid Sinus Ostium