



strategic planning

BUSAN-JINHAE FREE ECONOMIC ZONE INTERNATIONAL ACADEMIC MEDICAL CENTER
Busan, South Korea

Project scope: The Busan-Jinhae Free Economic Zone was established by the Ministry of Finance of South Korea to foster economic development in a highly populated, 105 square kilometer region in the southern part of the country. A core component of this development plan is to establish a world-class academic medical center to serve the people of this rapidly growing region as well as people in regional population centers outside South Korea.

Collaboration with PHMI: PHMI was engaged to conduct a feasibility study for the development of a new Academic Medical Center. PHMI worked with a private sector investment group with the goal of assessing the feasibility of the proposed development and presenting a sustainable model that would support a strategic partnership between the private sector and local and national government agencies. This feasibility study provided a detailed assessment of the following critical considerations:

- Vision and guiding principles of the proposed project
- Market attractiveness in light of population and demographical factors and health care demand
- Strategic development options
- Clinical programs critical to project success
- Operational and financial feasibility
- Implementation milestones

