Michael Kirchhoff, MD, is the Chief Innovation Officer at Cooper University Health Care, where he actively practices Emergency Medicine. He is also an Assistant Professor at Cooper Medical School of Rowan University.

He currently helps to drive organizational intellectual property commercialization as the head of the Cooper Innovation Center. His team plays a key role in identifying and development of clinical innovation. He also currently serves on the board of Stemplant, LLC, a vascular technology company.

He has been on key teams that have brought new business units to Cooper including Emergency Medicine Contracted Services, Urgent Care, Emergency Medical Services, and the Helicopter Transport Program. He has over 25 years of technology experience developing applications for clinical rounding and documentation, Graduate Medical Education procedure tracking, hospital revenue cycle audit, external provider post-acute communication, and ED over-crowding surveillance.

Dr. Kirchhoff also serves as the Patient Safety Officer for the health system. He has served as the Director of the Center for Urgent and Emergent Services, as well as the Medical Director of the Cooper Emergency Department and Urgent Care clinics.