2011 Business School Alliance for Healthcare Management
Health Services Case Competition

Overview
This will be the inaugural case competition for the newly formed Business School Alliance for Healthcare Management (BSAHCM). The BSAHCM was established by leading MBA programs with the goal of raising the profile of management education in healthcare. The alliance members are:

- Boston University School of Management
- Fuqua School at Duke University
- Kellogg Graduate School of Management at Northwestern University
- Haas School of Business at the University of California at Berkeley
- Harvard Business School
- Owen School of Graduate Management at Vanderbilt University
- University of Colorado Denver Business School
- Wharton School at the University of Pennsylvania
- W.P. Carey School of Business at Arizona State University
- Yale University School of Management

The BSAH intends to organize an annual case competition that will bring together teams of students from each of the member programs. The first event will be held at Kellogg in 2011, and future competitions will rotate among other schools in subsequent years.

Competition Objectives
The competition will focus on a real-world business case relating to healthcare services. We have broadly defined this topic to encompass hospital administration, outpatient/dialysis care, disease management and insurance organizations.

The Health Services Case Competition will also be designed to increase students’ exposure to business issues and career opportunities within this sector. There are currently multiple MBA case competitions relating to medical products (pharma, biotech, and medical devices), but this will be the first event with top business schools specifically focused on healthcare services.

Sponsor
DaVita will be the lead event sponsor, and the case will focus on a strategic issue relating to their business (kidney disease and the dialysis industry). Students will be allowed to use outside resources to develop their case materials.
Calendar of Events

**Friday, March 25:** Deadline to have teams selected from each school. Please send roster and direct any questions to David Nierenberg (contact information below).

**Wednesday, April 20**: Case topic and materials emailed to all teams

**Friday, April 29**: Arrive in Evanston. There will be an informal dinner/get together at 7:00 pm Friday evening, but attendance is not mandatory. Final powerpoint presentations must be received from all teams via email by 5:00 pm.

**Saturday, April 30**: Competition held at James C. Allen Center, the executive education building on Northwestern’s Evanston campus. Cases will be presented in a large conference room, while other rooms will be reserved for groups to practice and judges to deliberate. Teams will present from 9:00 am – 4:30 pm, with the order determined at random. Following the competition, there will be a cocktail, dinner, keynote address and award presentation in the building. The day will officially conclude at approximately 8:00 pm, although Kellogg will organize optional social activities later in the evening.

**Sunday, May 1**: Teams depart from Evanston

**Lodging**
We are working to negotiate a group discount with several Evanston hotels, and will have this information to student teams by mid-March.

**Structure**
Each participating school will be eligible to send one team of 3 students to the competition. All members must be enrolled in graduate programs, and the majority of each team must be composed of MBA students. Each business school will independently manage the process for selecting its team. Because DaVita will be judging the event, former DaVita employees are excluded from competing.

Each team will determine the presentation format and whether one student or all students will present. The order will be determined at random, and each team will be assigned a code name to disguise school affiliation. Specific details about the presentation format and length will be provided with case materials in April.
Judges will have pre-determined evaluation criteria, which may include: quality of analysis, creativity, strategic thinking, and effectiveness of presentation. Judges will determine the winners immediately following the last presentation, and should send feedback to all teams within the next week.

**Judges**
The panel of 4 judges will be drawn from industry executives, including representation from the event sponsors.

**Prizes**
Cash prizes would be awarded to the top three teams. The award amount is $7,250; $5,000 to first place; $1,500 to second place; and $750 for third place. All participants will receive a small gift.

**Publicity and Marketing**
The healthcare clubs and academic departments will actively promote the event at each participating school. Kellogg will provide regular updates to the student teams as the competition approaches. Following the event, we will send press releases announcing the results to the relevant schools and local newspapers.

**Organization**
The Kellogg Healthcare Club, in partnership with the Kellogg academic department in Health Enterprise Management, will take the lead in organizing this event. Specifically, they will coordinate event logistics; manage relationships with sponsors; work with sponsor to develop case materials; recruit teams; and publicize the competition.

**Contact Information**
The primary point of contact from Kellogg will be:

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