

Business School Alliance for Health Management (BAHM)
Annual Competition
February 9, 2019

Hosted by:



H A R V A R D | B U S I N E S S | S C H O O L
Health Care Initiative

Organized by:



Overview: The Business School Alliance for Health Management (BAHM) will host its annual case competition on February 8-9, 2019 at Harvard Business School in conjunction with the student-run HBS Health Care Conference.

Below you will find:

- Health care topic
- Team selection
- Written paper criteria
- Presentation information
- Judging and evaluation process

Healthy Living Challenge – Influencing Healthy Behaviors in Low-Income Communities

Obesity rates continue to rise, costing the U.S. \$147 billion in added medical expenses per year. Unhealthy lifestyles increase the rate of chronic illnesses, shorten lifespans, and lower quality of life. Yet people continue to consume sugary, processed foods, sit for too many hours a day, and make other poor choices that impact their health negatively. Individual choices are a factor, but so are costs and availability of healthy interventions, with low-income communities in particular unable to afford or access healthy options.

BAHM is looking for new business models to encourage healthy choices, through diet, exercise, and lifestyle interventions and other social determinants of health. How can natural foods be made available and cost-effective in low-income communities? Can walking or riding a bike be incentivized? How can individuals be nudged to make the healthy choice instead of the cheap or easy one? And how can this be accomplished without creating a culture of shame around body size?

Teams should identify a community, neighborhood, sub-population, ethnic/minority group and propose a business-based solution that addresses a specific lifestyle challenge. Solutions can be based on digital health innovations, medical care delivery, insurance modeling, school/community programs, mental health intervention, employer engagement, a social services proposal, etc. Teams may design their own solution or leverage an existing innovation or a community resource (as long as it's within a business framework), and identify why it could work and/or assess why it hasn't scaled thus far, and propose a way to improve it.

The BAHM Competition challenges student teams to develop a sound business model, define the methods for reaching the at-need population, and illustrate how the innovation will be funded, including any grants or philanthropic efforts if applicable. Solutions will be judged by their feasibility, impact on the target population, and potential for scale.

Last year's competition sought methods for dealing with opioid use disorder. The University of Minnesota, Carlson Business School won the competition in 2018 by proposing to treat opioid abuse similar to how doctors deal with contagious diseases, by focusing on high-risk areas. Their contributions were recognized by the White House and the U.S. Surgeon General.

Team Selection:

- BAHM member schools will select one team with up to three (3) students to compete. Each school manages its own selection criteria. Teams may include students from other graduate programs within BAHM schools including, but not limited to MPP, MPA, MPH, MS, etc. as long as there is MBA representation and the team uses a business-based solution. For more information, contact the appropriate BAHM school representative below.
- HBS students who are interested in competing should email the names of the three team members to Frank Sutter fsutter@hbs.edu by Monday, December 3. The Health Care Initiative will work with Faculty Advisors to select the team to represent HBS.

Each team will submit a written paper to include:

- An Executive Summary
- A general reflection on the impact of lifestyle choices on health
- An indication of the community, sub-population, that is addressed and the proposed solution/s to be implemented to improve health outcomes
- A description of the demographics of the community (if applicable)
- Competitive analysis
- Implementation strategy, timeline, and potential barriers
- Revenue model and scaling plan
- Paper requirements:
 - A five to seven-page paper, not including exhibits. Papers will be judged anonymously, therefore do not include school names.
 - Single-space
 - 12-point font
 - 1 inch margins
- Submit papers, by email, to healthcare_initiative@hbs.edu
- **Written Submission: Due 12:00 PM (noon) EST Thursday, January 31, 2019**

PowerPoint Submission: Due 12:00 PM (noon) EST Wednesday, February 6, 2019

- Final PowerPoint slide decks must be emailed to healthcare_initiative@hbs.edu
- You may not make any changes to the deck once it is submitted.
- Please also bring a flash drive containing a copy of your presentation with you on the 9th of February as an emergency backup.
- Presentations will be pre-loaded on a computer and HBS will provide a remote control/pointer to advance slides.

Oral Presentation: Saturday, February 9, 2019

- Teams of up to three students will have 25 minutes to present their project. They may choose to allocate their time any way they see fit between presentation and discussion and Q&A with the judges.
- Teams may determine their strategy for presenting the paper material (one student or all students presenting).

- Teams will present in a random order chosen on the morning of February 9 during the welcome breakfast.
- Teams will present in an open session. Schools will be permitted to watch other presentations, but will not be allowed to participate in the discussion or Q&A with the judges. All teams will present their innovation anonymously. That is, teams will not identify the school they represent to the judges. Judges will identify the team by the name of the innovation, not the name of the school.

Poster Submission:

- Student teams will be required to submit a poster outlining their innovation. Posters will be prominently displayed at the HBS Health Care Club Conference where attendees will be able to vote for their favorite submission.
- All teams will be required to use the same poster size and format.
- Poster specifications:
 - Posters should be 24" x 36" and mounted on foam core.
 - Logos, photos and graphics are encouraged.
 - The material should be well labeled and legible from a distance of 10 to 15 feet away.
 - Lettering should be bold. Letters in the title should be at least 1 inch high. Use 1-inch margins. Avoid use of fancy fonts. Use upper and lowercase letters. Sans serif fonts such as Veranda are much easier to read than Serif fonts.
 - Images should be a minimum of 200 dpi at the size that they'll be printed (e.g., if the photo that needs to be 10" x 8" on the poster, the image file should be 2000x1600 pixels).
- Poster design and printing:
 - You are responsible for designing, printing and bringing your organization's poster with you.
 - There is a full service printer located in Spangler Hall, which you can opt to use. Please contact harvard@mspdigital.com directly for pricing and timing information. They prefer to receive PDF files.
 - Case Competition committee will pay for costs of the poster if printed on HBS campus
 - Late submission of poster will incur an expedited shipping cost (to be paid by the team)

Evaluation Criteria:

- Written Presentation: 60%
- Comprehensiveness of research
- Clarity of problem, assessment, and strategic solutions
- Quality of writing
- Strength of overall analysis
- Consideration of key uncertainties
- Oral Presentation and Q&A: 40%

Judging:

- Judges will be given the papers before the competition for review.
- 3 judges will be present in each presentation.
- The judging panel will be comprised of appropriate health care leaders.
- Only 3 teams will advance to the final round.

Honor Code:

- Papers should be based on students' original work. Students can work with faculty to develop their assessments and arguments.

Academic Credit:

- Not all schools can give academic credit for the competition. For those that do, requirements will be determined by the school and may take the form of independent studies, field projects, or other project-based coursework. It is up to the participating students to understand the requirements of their school at the outset of this project.

Prizes:

- First Prize: \$10,000
- Second Prize: \$5,000
- Third Prize: \$2,500
- HBS Conference Crowd Favorite: \$1,000 (from poster session)

Lodging and Travel:

- Students will be responsible for booking their travel. Student teams should consult with their university in regards to any travel authorization requirements or reimbursements.

Accommodation Recommendations:

- **The Charles Hotel**
 - 4-star hotel
 - 1 Bennett St, Cambridge, MA 02138
 - (617) 864-1200
- **A Friendly Inn At Harvard Square**
 - 3-star hotel
 - 1673 Cambridge St, Cambridge, MA 02138
 - (617) 547-7851
- **Sheraton Commander Hotel**
 - 4-star hotel
 - 16 Garden St, Cambridge, MA 02138
 - (617) 547-4800
- **DoubleTree Suites by Hilton Hotel Boston - Cambridge**
 - 3-star hotel
 - 400 Soldiers Field Rd, Boston, MA 02134
 - (617) 783-0090

BAHM Member School Contacts:

- **Baruch University, CUNY**
 - Emre Veral: Emre.Veral@baruch.cuny.edu
- **Baylor University**
 - Thomas Haines: Thomas_Haines@baylor.edu
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- **Boston University, Questrom**
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- **Georgia State University**
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- **University of North Carolina, Kenan-Flagler**
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 - Zoey Kernodle: Zoey_Kernodle@kenan-flagler.unc.edu
- **University of Pennsylvania, Wharton**
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- **Vanderbilt, Owen Graduate School of Business**
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- **Yale University**
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