Presents

Leadership in Healthcare:
2010 National MBA Case Competition

February 11-12, 2010
Atlanta, GA

A Component of the Sixth Annual Goizueta Healthcare Forum,
February 11-12, 2010
Leadership in Healthcare:
2010 National MBA Case Competition
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Purpose:
This case competition will leverage Goizueta Business School’s leadership expertise in concert with the school’s unique positioning within the healthcare market—located at the heart of Atlanta and surrounded by the CDC, Emory Healthcare, the Children’s Hospital of Atlanta, the Grady Health System, and industry experts in the Emory/Atlanta community.

The case competition will bring attention to the need for principled, authentic, and creative leaders to solve the complex business problems arising from rapid change within the healthcare sector. In order to successfully implement organizational change while driving down associated costs, effective leadership is necessary to align strategic intents with the human capital to execute solutions. This case competition will engage participants on leadership within the ever-changing healthcare industry.

Details:
• A component of Goizueta’s Sixth Annual Healthcare Forum—all events are open to participants
• 12 teams, 1 team per school (4-5 students per team)
  o Minimum of half the team must be MBA students, including at least one first year
  o May include students in other graduate programs across the schools
• Each team will have 20 minutes to present and 10 minutes of Q & A from the judges

Competition:
• Judges from Booz Allen Hamilton, Deloitte, Kurt Salmon Associates, McKesson, and PricewaterhouseCoopers
• Prizes: First place: $10,000, Second place: $3,000, Third place: $1,000
• Sponsored by the Goizueta Class of 2008, Goizueta Healthcare Association, and Goizueta Human Capital Club

Expectation of Participating Teams:
• $100 Registration fee per team
• Team applications due by 5pm (EST) Thursday, December 10 ("Leadership in Healthcare Team Application")
• Pay for travel and food (beyond the meals/snacks provided)
  o Rooms will be provided for Thursday and Friday (Max of 2 rooms per team, campus shuttle available)
• All team members must present during the competition
• Professional attire and demeanor

Schedule:
• Friday (February 5): Case will be provided via email exactly 7 days in advance on Friday morning
• Thursday Schedule (February 11)
  o Optional “Work Day” at Emory Goizueta Business School, details to follow
  o 6:00pm: Information Session—Welcome, competition details, and dinner provided
  o Forum keynote speaker and panel
• Friday Schedule (February 12)
  o 7:30: Continental Breakfast provided
  o 8:00-10:00 am: Round 1—Three simultaneous presentation rooms (All 12 teams)
  o 10:00-10:30 am: Judges deliberate and announce finalists
  o 11:00-1:00 pm: Final three teams present to all judges (Forum participants are invited to attend)
  o 1:00-1:30: Lunch provided
  o 1:30-5:00: Forum panels and networking (For details see Healthcare Forum PDF)
  o 5:00pm: Networking reception and awards presentation by Forum keynote speaker

For further questions contact: Shamali Das (Shamali_Das@bus.emory.edu)
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