



Leading Business School Group Announces Winners of Its First Global Case Competition

Wharton, Strathmore, Yale, UNC and Baylor student teams recognized for telehealth models designed for underserved communities worldwide

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FOR IMMEDIATE RELEASE

Austin, TX, April 13, 2021 – The Business School Alliance for Health Management (BAHM), a global consortium of leading MBA health management programs, has announced the winners of its first global student case competition, which focused on telehealth in underserved communities worldwide.

The winners, announced during a virtual symposium on Friday, April 9, are MBA students at The Wharton School and Strathmore Business School (a combined team), the Yale School of Management and UNC Kenan-Flagler Business School. The "People's Choice" award, selected by students participating in the competition, went to the team from Baylor University's Hankamer School of Business.

"Students developed truly innovative telehealth business models for under-resourced or underserved communities at a time when COVID-19 has accelerated the use of technology in delivering critical healthcare services," said Kevin Schulman, president of BAHM and a professor of medicine and economics at Stanford University. "The results of this competition demonstrate the importance of collaboration across campuses and continents to drive solutions that can have a global impact."

The competition brought together more than 80 students worldwide, with seven of the 21 competing teams representing a mix of schools and countries, including the United States, Canada, Costa Rica, Spain, Kenya and India. The proposals were scored by an international group of telehealth leaders in the technology, health care delivery, policy and investment arenas.

The winning teams and business models are:

- **The Wharton School and Strathmore Business School (First place): Vanessa Folkerts (Wharton), Penghui Jason Chen (Wharton), Winnie Abuto (Strathmore), Abigail Ndirangu (Strathmore):** Nufaika Health, a B2B e-commerce marketplace for pharmaceutical procurement designed to empower small pharmacies to sell quality medicines in rural areas in Kenya.
- **The Yale School of Management (Second place): Toshinari Ishikawa, Melanie Taub, Jingwen Li:** A telehealth business model maximizing social media, data collection and analytics, and a well-trained health care workforce to improve health care access, early detection, and other challenges in the Indian health care market.

- **UNC Kenan-Flagler Business School (Third place): Kim Ngo, Braxton Cline, Michael Koha, Matthew Fordham:** The “Medela” healthcare service designed to address limited access to care and care delivery in rural areas by coordinating, connecting, and providing continuity of care between patients and health care professionals.
- **Baylor University, Hankamer School of Business (People’s Choice): Melissa Van de Hey, Kristen Koehler, Macy Scott:** Spot On Health, which offers a mobile robot solution that incorporates customized telehealth capabilities, including an iPad, a microphone, and a sound amplifier, to bring holistic health care services to hurricane victims in the Caribbean.

Hosting and organizing the competition was a team of faculty members from BAHM member schools: Ingrid Nembhard and Steve Sammut, The Wharton School, University of Pennsylvania; Ben Ngoye, Strathmore Business School in Nairobi, Kenya; and Magda Rosenmöller, IESE, Barcelona, Spain. Two additional BAHM schools—The Indian School of Business, in Hyderabad and Mohali, India, and the INCAE Business School in Costa Rica—served as collaborating institutions.

Since BAHM was founded in 2010, its membership has nearly doubled to 21 leading MBA programs with a health sector focus, and its composition has become increasingly international. In addition to promoting education, research and thought leadership in the business of health care, BAHM’s annual case competition has challenged students to develop business-based solutions to salient health sector challenges.

Most BAHM competitions have been held on member campuses, most recently at Harvard Business School in 2019. The 2020 competition hosted by Boston University was moved from an in-person event to a virtual format as a result of the pandemic.

For this year’s competition, participants were introduced during a virtual symposium and student mixer, formed teams in January and submitted their proposals in March. The judges who scored the teams’ anonymized proposals included:

- **Moses Alobo**, Programmes Manager, Grand Challenges, Africa Academy of Sciences
- **Iris Berman**, Vice President Telehealth Services, Northwell Health
- **Edward M. Brown**, CEO, OTN Telemedicine
- **Martin E. Doerfler**, Associate Chief Medical Officer, Northwell Health
- **Michael Jelinske**, Associate Director, Leapfrog Investments
- **Afsane Jetha**, Managing Partner & CEO, Alta Semper Capital LLP
- **Robert M. Karanja**, Co-Founder & Chief Innovation Officer, Villgro Africa
- **Donna Lecky**, CFO and Co-Founder, Healthventure
- **Pratap Kumar**, Lecturer, Strathmore University
- **Carlos Nueno**, President International Operations, Teladoc Health
- **Hendrick Miles Ramsey**, Director Médico, Área De Salud Cariari
- **Akshara Reddy**, Head of Strategic Programs, Aetna’s Commercial Business & Markets
- **Paul Timmers**, Professor, European University Cyprus
- **Alejandro Vega**, CEO, Huli Health, Costa Rica
- **Joshua Williams**, Lead, Project Support, Ontario Ministry of Health



About the Business School Alliance for Health Management (BAHM)

Formed in 2010, [BAHM](#) supports business school health management programs and their faculty, students, and graduates in educating the next generation of leaders and advancing thought leadership in the field. BAHM initiatives include educational webinars, research collaborations, an annual student case competition, the promotion of business of healthcare scholarship, and the publication of the online journal, [Health Management, Policy & Innovation \(HMPI\)](#).

BAHM member schools are Baruch College Zicklin School of Business; Baylor University Hankamer School of Business; Boston University Questrom School of Business; Emory University Goizueta Business School; Georgia State University J. Mack Robinson College of Business; Harvard Business School; HEC – Paris; IESE Business School, University of Navarra; INCAE Business School; Indian School of Business; Johns Hopkins Carey Business School; Strathmore University Business School; University of Colorado – Denver; University of Miami Herbert Business School; University of Michigan Ross School of Business; University of Minnesota Carlson School of Management; University of Toronto Rotman School of Management; University of Pennsylvania Wharton School of Business; Vanderbilt University Owen School of Business; and Yale School of Management.

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