



BUSINESS SCHOOL ALLIANCE FOR HEALTH MANAGEMENT ANNUAL CASE COMPETITION OVERVIEW

Overview: The Business School Alliance for Health Management (BAHM) will host its annual case competition on April 7-8, 2022, at the Baylor University’s Robbins Institute for Health Policy and Leadership

SCHEDULE FOR TEAMS & FACULTY ADVISORS | April 7-8, 2022

Thursday | Business Casual Dress

Time	Event	Location
7:00 p.m.-9:00 p.m.	Team Reception	Baylor University McLane Stadium Level 400 – Suite Lounge 1001 S. Martin Luther King Jr. Blvd., Waco, TX 76704
9:00 p.m.-10:00 p.m.	Tour of presentation rooms (if desired)	Foster Campus

Friday | Business Professional Dress

The Hankamer School of Business at Baylor University is located at the Paul L. Foster Campus for Business and Innovation (Foster).

Time	Event	Location
6:30-7:00 a.m.	Teams check in <i>(If teams need to store luggage during the day, please bring it to the back of the auditorium, and it will be secured in the Green Room.)</i>	Foster 250
7:30-10:00 a.m.	First round of competition Each team presents for 15 minutes, Q&A for 5 minutes 7:30-7:50 a.m.—first set of teams 8:00-8:20 a.m.—second set of teams 8:30-8:50 a.m.—third set of teams	Foster Rooms TBD—to be assigned

Time	Event	Location
	9:00-9:20 a.m.—fourth set of teams 9:30-9:50 a.m.—fifth set of teams <i>(When not presenting, teams can wait in Foster 250, in team rooms, or anywhere in the building. Teams should meet their student hosts back in 250 at least 10 minutes before assigned presentation time. Host will escort team to presentation room 5 minutes before assigned time.)</i>	
After morning presentation	Teams will have photograph taken (with faculty advisors if present) immediately after morning presentation.	Foyer outside Foster 250
10:30-11:00 a.m.	Judges consult and determine which teams advance to final round.	Foster TBD
11:00 a.m.-12:00 p.m.	Formal luncheon for teams, faculty advisors, judges, guests, alumni, Robbins students/faculty/staff Announcement of finalists; finalist teams draw for presentation times in final round	Foster 250
12:15 p.m.	Finalist teams go to assigned rooms from the morning; these will be the “holding rooms” until the afternoon presentation times. At 5 minutes before assigned presentation time, student host will escort team to Foster 240.	
12:30-2:30 p.m.	Final round of competition Each team presents for 15 minutes; Q&A for 5 minutes	Foster 240
2:30-3:00 p.m.	Judges consult and determine award winners.	Foster TBD
3:00-3:30 p.m.	Awards ceremony	Foster 240
3:30-4:30 p.m.	Reception—opportunity for team members and faculty advisors to meet and network with judges, Robbins Institute Advisory Council members, Baylor program alumni, and other invited guests. <ul style="list-style-type: none"> ▪ Team members are encouraged to bring business cards and resumes. 	Foster 250
4:30 p.m.	Case competition ends.	

COMPETITION RULES AND INSTRUCTIONS

Case Preparation and Deliverables

1. Team members may use any reference sources/materials in the public domain in conducting their research.
2. **The one-page executive summary, presentation slides, and recording of the presentation must be submitted by 11:59 PM CDT, Friday, March 25, 2022.** All references and data must be fully cited. The submission e-platform for these deliverables will be accessed through a tool to be determined later. To note, all deliverables must be anonymous; they should mention neither school affiliations nor team names.
 - a. One-Page Summary. Teams are required to submit a one-page summary outlining their business model. All teams are limited to one-page, single spaced, one-inch margins. For cross-team learning purposes, the one-page summary will be distributed to all competing teams after the competition. A panel of international judges will review the summaries and make their selection for the International Judges Award, which carries a separate monetary prize during Friday's lunch period.
 - b. The PowerPoint Presentation Slides. A PowerPoint presentation is required (up to 20 slides including tables). In presenting this plan, it is more important to show the depth of your research than to provide a cursory overview of the plan. For example, if there are several potential indications or markets, be sure to address at least the most promising indication or market in depth and offer the potential for additional indications or markets.
 - c. Recording Specifications. Teams are required to record a 15-minute presentation of their slides. To note, the recordings will be used as back-up during the competition's preliminary and final rounds should difficulties arise, such as with Zoom. Presentations will be recorded by teams using recording systems provided by their own institutions but must be recorded in mp4 format. Teams should carefully review their slides and recordings before uploading their submission. Teams may not make any changes to the recording, or the deck once submitted. Teams should present their plans anonymously. That is, teams will not identify the school(s) that they represent to the judges. Judges will identify the team by a code provided by the hosts, not the name of the team.

Presentation

1. All in-person and remote team members are expected to attend and participate in the preliminary round and in the final round if the team advances to the finals (unless, due to extenuating circumstances such as illness, an exception is approved by the Robbins Institute, etc.). Only team members may participate in the presentation and the Q&A session.

2. Each team must submit a final copy of their executive summary, presentation, and recording on Friday, March 25, 2022, 11:59 p.m. CDT. The file should be uploaded to a site to be determined in the future clearly labeled with only the team number assigned prior to the start of the competition.
3. Presentations should consist of a PowerPoint presentation only. No props, notes, or audio may be used during the presentation or during the Q&A session. If the team (or member(s) of a hybrid team) is/are required to participate remotely via synchronous presentation, a Zoom link will be provided to the team for their presentation time slot.
4. Team member names and the team number should be included at the beginning of the PowerPoint. Teams may not reference their university, school, or program in any way during the presentation or Q&A session.
5. Faculty advisors may only observe the preliminary round of their team and may not attend other university presentations. Audience members may not reference any team's university, school, or program name.
6. Teams who advance to the final round may not watch the other final-round teams present.
7. No one will be admitted to the presentation rooms once a presentation is in progress. Entering or leaving the room may occur only between presentations.
8. A photo of each team (and faculty advisor and student observer, if attending) will be taken at the end of the team's morning presentation.

Competition Format

1. All in-person and remote teams will participate in the preliminary round on Friday morning, five (5) or more teams per room/panel. If the team is remote, they will participate during their time slot via Zoom to the panel of in-person judges. Member(s) of a hybrid team will also participate via Zoom.
2. Teams will draw for their presentation rooms at the Thursday evening reception and presentation times on Friday morning. The preliminary round will be scored by a three-judge panel according to a standardized scoring sheet. A copy of the scoring sheet is attached. The highest-scoring in-person or remote team in each panel will advance to the final round Friday afternoon.
3. The preliminary round will consist of a 15-minute presentation and a 5-minute Q&A session with the judges. The timekeeper in attendance will alert the team at 14 minutes into the presentation and at 4 minutes into the Q&A by displaying a sign with "1 minute" on it.
4. The final round will also consist of a 15-minute presentation and a 5-minute Q&A. Final-round teams will use the same PowerPoint as was used in the preliminary round. The judges from

the preliminary rounds will sit on the judging panel for the final round. Preliminary round scores do not carry forward to the final round.

5. If there is a tie in either round, the judges will choose the winner by majority vote.
6. PCs connected to an LCD projector, along with a slide advance/clicker, will be available in each room for the presentations. Each team's PowerPoint file, which was submitted, will be loaded on the PC in the presentation room. Each team is asked to bring to the presentation room one laptop and one flash drive containing a copy of the PowerPoint file as a back-up. If the team is participating via Zoom, the Zoom presentation will occur during their selected time slot to the in-person judging panel. The Zoom link will be provided in advance. One member of the team will be given the ability to share their screen and present the slides that were submitted on March 25. Any changes from the slides submitted on March 25 will result in a team's disqualification.
7. All competition participants and guests must always wear a name badge (which will be provided) to enter presentation rooms and to attend other events throughout the competition. If participating via Zoom, the participants should virtually identify themselves in Zoom.

Awards

First Place	\$10,000 total award	(or \$11,000 for an international team)
Second Place	\$5,000 total award	(or \$6,000 for an international team)
Third Place	\$2,500 total award	(or \$3,500 for an international team)
Fourth Place	\$1,000 total award	(or \$2,000 for an international team)
International Judges Award	\$1,000 total award	(or \$2,000 for an international team)

All awards will be announced during the awards ceremony Friday afternoon at 3:00 p.m. CDT. All award payments will be made by check or ACH after the competition. Team members must complete W-9 forms to be eligible to win cash prizes. Winners who are not United States citizens must complete W-8BEN forms and will be subject to tax withholdings on the prize money. Links to the appropriate forms will be provided to the teams in advance.

Guidelines for Student Team Members

1. Teams will arrive in Waco on Thursday. Time will be provided on Thursday evening for a viewing of the presentation rooms.

2. The team's analysis, recommendations, and slides must represent the team members' own work.
3. All in-person and remote (via Zoom) teams will present to the judges on Friday morning, in the preliminary round, with the in-person and remote finalists presenting in the final round on Friday afternoon during their selected time slot.

Guidelines for Faculty Advisors

1. A faculty advisor from each program is invited to accompany the team.
2. The faculty advisor may attend his or her program's team presentation in the preliminary round on Friday morning but may not attend other teams' presentations. The advisor may attend all the final round presentations, with the stipulation that, if the advisor's team advances to the final round, the advisor may not communicate with his or her team until the final round is completed.

EVALUATION SCORING AND CRITERIA

Judge's Scoresheet

Team #: _____ Judge: _____

Very Poor 1	Poor 2	Below Average 3	Average 4	Above Average 5	Excellent 6	Exceptional 7
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ANALYSIS OF CASE

1	2	3	4	5	6	7	_____
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- Did the team demonstrate an understanding of the key issues and essential facts?
- Did the team provide an effective overview without an extensive recap of the case?

SOLUTIONS AND RECOMMENDATIONS

1	2	3	4	5	6	7	_____
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- Did the team provide creative, "out-of-the-box" solutions?
- Did the team consider legal and social consequences?
- Did the team consider both short and long-term impact?
- Were solutions and recommendations credible, relevant, feasible; were they well-supported and defended?
- Did the recommendations balance operational, clinical, and financial considerations?
- Was the financial analysis correct, reasonable, and realistic?
- Did the recommendations address the issues and deliverables outlined in the case?

PRESENTATION

1	2	3	4	5	6	7	_____
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- Was the introduction effective; did it capture attention?
- Was the presentation logically organized, concise; were the slides clear, readable and error-free?
- Were transitions between sections smooth?
- Were the team members professional in their appearance?
- Were the team members' delivery styles effective? (Fluent, clear and audible voice projection; eye contact; body language/non-verbals?)

TEAM EFFECTIVENESS AND DYNAMICS

1	2	3	4	5	6	7	_____
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- Were transitions from one team member to another smooth?
- Were all members equally and actively engaged in the presentation?
- Did all members demonstrate knowledge during the Q&A period?
- Did the team demonstrate mastery/ownership of the content?
- Did the team convey conviction and persuasiveness in their presentation?

TOTAL SCORE
