Background Information
Over the past few decades, the traditional model of care has experienced a radical transformation towards digitization, patient consumerism, and decentralization. The future of healthcare is expected to continue this transition “outside” the hospital with an emphasis on alternate sites of care, telehealth services, and community-oriented interventions. Despite the promise these opportunities offer, the quality of healthcare in the United States continue to vary by geographic location. Thus, the true potential of non-traditional delivery models can only be achieved by tailoring them to the unique needs of a region’s patient population.

The Southeastern US, in particular, faces a number of distinct health challenges. The region experiences high rates of chronic diseases, limited access to care in rural areas, health impacts from the regional climate, and significant demographic disparities. While traditional health systems have made strides, there is a growing need for innovative approaches to improve accessibility, affordability, and quality. The prompt of this year’s Emory Healthcare Improvement Case Competition therefore seeks to explore how non-traditional health delivery models can be leveraged to address specific health challenges prevalent in the Southeast.

Problem Statement
You are part of an interdisciplinary team of health professionals tasked with developing a strategic approach that outlines how non-traditional delivery models can be tailored to meet the unique needs of the Southeast region while complementing existing health systems.

Addressing this problem will require your team to:

1. **Highlight a particular health challenge or need experienced by the Southeast. Possible opportunities include but are not limited to:**
   a. Managing the chronic disease burden (e.g., diabetes, hypertension, and obesity) through preventative strategies.
   b. Addressing the inequities in access faced by patients in rural or underserved regions.
   c. Ensuring access to care, including behavioral healthcare and care for substance abuse disorders.
   d. Minimizing the high rates of maternal morbidity and gaps in perinatal care.

2. **Demonstrate the impact this need or challenge, if unaddressed, will have on healthcare systems and patients.**

3. **Research and conceptualize possible non-traditional solutions.**
4. Propose a viable recommendation that addresses this issue and articulate the research and data to support your proposal.

5. Consider the cultural, socioeconomic, and geographical factors that may impact the effectiveness of your proposal to ensure it is culturally-sensitive and inclusive.

6. What costs will this unaddressed need place on healthcare systems, patients, or local government? What will the cost be to implement your program?
   a. How will your solution generate value or a return on investment for the system that implements it, either through cost-savings or increased revenue? How will your solution be financially sustainable?
   b. What is a realistic timeline for implementing this proposal? What financial needs, technological support, and infrastructure would be required to bring it to fruition?

7. Sketch a persona of the primary, secondary, and tertiary stakeholders your proposal would benefit, would affect, or whose buy-in you would need to implement it.
   a. For patient populations, include demographic characteristics and challenges faced. For example patients, include health history, comorbidities, social inequities faced, and any other details needed to demonstrate the potential benefit or efficacy of your solution.
   b. For all stakeholders, describe their needs, their likely requirements for buy-in, and potential barriers to their acceptance of your proposal.
Program Logistics

Overview:
The Southeastern Regional Healthcare Improvement Case Competition tasks undergraduate and graduate students with the opportunity to design an innovative solution to a unique issue facing the Southeast. Interested students can register as an individual or pre-formed team. Finalized teams of 4-6 students are presented with a written case prompt and data to develop their solution. From the time of registration, students have four weeks to research, develop, and present a proposal that provides a thoughtful solution to the given problem.

2024 Competition Dates:
- **Monday, January 29:** Student registration opens
- **Friday, March 1:** Student registration closes
- **Monday, March 4:** Kickoff meeting, case prompt release, and team assignment release
- **Monday, March 11:** First-round submission deadline
- **Monday, March 18:** Finalist announcement
- **Monday, March 25:** Finalist presentations

Eligibility:
- The competition is open to undergraduate & graduate students from all universities in Georgia as well as Vanderbilt, Duke, and Johns Hopkins.
- No prior healthcare background is required.
- Each team must consist of members from at least 2+ different schools/disciplines (e.g. undergraduate, medicine, nursing, public health, etc.)

Competition Prizes:
- 1st Place: $5,000
- 2nd Place: $2,500
- 3rd Place: $1,000

Travel Reimbursement:
Finalists traveling from out of state may be reimbursed for travel expenses, including flights, gas, rideshare services (i.e., Uber/Lyft), and hotel accommodations for one night on the evening of Sunday, March 24.