January 22, 2016

Dear Global Health Business Case Competitor,

The case for the 2016 Global Health Business Case Competition (GHBCC) is:

“Fighting Childhood Pneumonia in Uganda,” by Tim Calkins; Kara Palamountain; Aniruddha Chatterjee; Robert Frantz; Elizabeth Hart; Sean Mathewson; Gabriela Perez-Hobrecker, Kellogg School of Management, 2015 (published by Harvard Business School Publishing).

Charge to students
In 2013, a pneumonia vaccination program for infants and children was launched in Uganda by the Gavi Vaccine Alliance (www.gavi.org).

Assume that you are a team of outside consultants hired by Gavi. Your team of consultants is tasked with answering the following questions.

Question #1: What challenges has the pneumonia vaccination program faced in Uganda? What are the key areas for improvement over the next five years? [Some outside research will be required.]

Assume that additional funds have become available: $4 million per year over the next five years.

Question #2: How would you allocate these funds across the vaccination program and the pneumonia activities described in the case? Consider these activities: vaccination, Village Health Teams, Sustainable Drug Seller Initiative, patient awareness campaigns, and healthcare provider training (you may ignore the pharmaceutical manufacturer negotiations). Describe how your recommended expenditures work together.

You have 10 minutes for your presentation, and the judges will ask you questions for 10 minutes after that. The judges will expect every team member to speak at some point during the presentation and/or Q&A period.

Please arrive at your designated presentation rooms 15 minutes before your transition time with your presentation loaded on the USB provided. This will ensure we remain on schedule.

Good luck!
The Global Business Center