

January 25, 2018

Dear Global Health Business Case Competitor,

The case for the 2018 Global Health Business Case Competition (GHBCC) is **"Vaccine Vial Monitors: 'The Little Big Thing' Taking Social Innovation to Scale,"** by Debra Schiffrin and Steve Davis, Stanford Graduate School of Business, August 2017.

Charge to students:

On p.5 of the case, the authors make the following statement about vaccine vial monitors (VVMs):

By 2007, all vaccines procured through UN agencies (with a few exceptions) included VVMs on each vial, reaching close to 2 billion cumulative units. However, there was an important exception remaining in 2017: The 100-year-old Pan American Health Organization (PAHO) serving the Latin American region did not include VVM requirements for the vaccines it procured.

In this competition, we want you to address the use of VVMs in this region. Furthermore, we would like you to focus on "newer" vaccines. In the Americas, the Expanded Programme on Immunization (EPI) has been expanding outward "from a child-only vaccination focus, with vaccines that only target 6 diseases, to immunization for entire families, with vaccines that target more than 15 diseases including *Haemophilus influenzae* type b, hepatitis B, mumps, rubella, influenza, yellow fever, pneumococcus, rotavirus and human papilloma virus." (*Pan American Journal of Public Health*, December 2017) The term "newer" vaccines will refer to these more recent targets.

Assume that you are a joint team of managers from Temptime and representatives from UNICEF. Pick any one country in South America. Prepare a presentation to PAHO (the judges) that does the following:

1. *Make the case for PAHO to require VVMs on the "newer" vaccines. Consider, among other things, the burden of various diseases in the country and the country's health care infrastructure, particularly the vaccine supply chain.*
2. *Develop a plan for implementing VVMs in this country for the "newer" vaccines. Include a timeline, the costs at each stage of the timeline, and a financing plan (where the funding will come from).*

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 room 15 minutes before your transition time. This will ensure we remain on schedule.

Good luck!
The Global Business Center

