



2022 Virtual Penn Healthcare Case Competition

ABOUT THE COMPETITION

Last year, the **2021 Virtual Penn Healthcare Case Competition (PHCC)** represented the second annual healthcare case competition here at Penn. We received 44 team applications from 23 prestigious universities including the University of Pennsylvania, Columbia, Harvard, MIT, Yale, University of California Los Angeles, Johns Hopkins, and Michigan. This year, to further solidify the PHCC as a healthcare-focused case competition, we are pleased to announce that **Penn Biotech Group** and **PennHealthX** are jointly organizing the 2022 Penn Healthcare Case Competition taking place virtually on Saturday, November 12th.

To build off the prior year's success, we have decided to further diversify the competition by allowing applicants from international universities. We fully believe that opening up the competition internationally will grow the impact of the PHCC and bring together the brightest minds at the intersection of biotech, healthcare, and business.

The Virtual PHCC is an opportunity to learn and grow as problem solvers and leaders. Throughout the competition, participants will have opportunities to build personal connections with other excellent, business-minded students, as well as professionals from top consulting and healthcare firms.

ABOUT THE ORGANIZATIONS

PBG is a cross-disciplinary, student-run graduate organization through Wharton School at the University of Pennsylvania that focuses on addressing the challenges and obstacles facing the life sciences industry today. Our multidisciplinary teams in the Healthcare Consulting Division have worked successfully for both Fortune 500 and start-up companies, consulting on real life projects from Strategy to Marketing, from Pricing to Revenue Modeling, and from Operations to IP. We have a 23-year track record of generating impact in the healthcare industry through 400+ consulting projects and through the cultivation of future healthcare leaders

PennHealthX is a student-led organization within the Perelman School of Medicine at the University of Pennsylvania with the mission of supporting students with interests in healthcare management, entrepreneurship, technology, and business. Since our founding in 2013, we have provided non-dilutive seed funding for over 20 student run startups, funded over 20 nontraditional student internships, and hosted over 100 lecture series.

MISSION STATEMENT

The Fall 2022 Penn Healthcare Case Competition is a virtual event organized by **PBG** and **PennHealthX**. We are two cross-disciplinary graduate and professional degree student organizations at the University of Pennsylvania for those interested in management/strategy



consulting, venture capital in life sciences, biotech, and pharmaceutical industries. Our mission is to highlight the talents and problem-solving strengths of students from top-tier graduate and professional degree programs, along with postdoctoral fellows, while also providing a platform for them to connect with other outstanding participants and highly accomplished judges from top-tier firms.

TIMELINE

- **September 25th**: Virtual Coffee Chat #1 (12:00 PM EST)
- **October 3rd**: Application Opens
- **October 6th**: Virtual Coffee Chat #2 (8:00 PM EST)
- **October 11th**: In-person Coffee Chat at Penn (7:00 PM EST)
- **October 16th**: Application Deadline (11:59 PM EST)
- **October 17th**: Skill Building Course - Day 1 (8:00 - 10:00 PM EST)
- **October 18th**: Skill Building Course - Day 2 (8:00 - 10:00 PM EST)
- **October 23rd**: Accepted teams announced (15-18 teams)
- **October 25th**: Case Prompt Announced
- **November 1st**: First Round Deadline for Case Materials (11:59 PM EST)
- **November 8th**: Finalists announced with feedback from judges (6-8 teams)
- **November 12th**: Final Round (Live via Zoom); Winners announced.

COMPETITION LOGISTICS

ELIGIBILITY CRITERIA FOR PARTICIPANTS:

- Students from **graduate programs, professional degree programs** (PhDs, MBAs, MDs, JDs, Masters, DMDs, etc.), as well as **Postdoctoral Fellows/Scholars**, are welcomed to apply
- Applicants must be enrolled in their respective university or training program either **full-time or part-time** for the **Fall 2022** semester
- Applicants from a non-US based university are permitted to apply

TEAM FORMATION AND APPLICATION INSTRUCTIONS:

- **Networking Coffee Chat sessions** were designed to facilitate team formation for participants looking for team members. We will host three Coffee Chats, with two virtual and one in-person.
 - The first virtual event will be on Sunday, September 25, 2022, at 12PM EST. The second will be on Thursday, October 6, 2022 at 8PM EST. The Zoom links will be sent via email to those who have registered for the Networking Coffee Chat sessions using the [Penn Healthcare Case Competition Interest Form & Networking Coffee Chat Registration Form](#).
 - The in-person coffee chat will take place on Tuesday, October 11, 2022 from 7-8PM EST in Arch Auditorium. Food and refreshments will be provided!
- Each team must consist of **4 - 6 members**, with **up to 2 MBA** student participants per team
- Teams should be formed before the application is submitted and the names of all team members must be written on the application form



- **The Application** will be released on October 6th
- Please submit **one application form per team** by October 16th (11:59 PM EST)
- Within the form, you will be asked to provide each team member's name, email address, school, and year of study (team members do not need to be from the same school). You will also be asked to submit **ONE** cover letter (350-word limit) per team and the resumes (1-page limit) from **all** team members per team application. **When submitting, please combine the cover letter and all resumes into ONE PDF attachment.**
- The Team Cover letter should:
 - Show strong intention or interest in participating
 - Show a clear idea of what members want to get out of the competition
 - Explain why applicants are good candidates for this year's healthcare case competition
 - Mention relevant skills
 - Innovative & critical thinking
 - Problem-solving
 - Presentation
 - Communication
 - Interpersonal

SKILL BUILDING COURSE (SBC):

- SBC is a 2-day introductory crash course designed to equip students with a foundation to tackle the case competition
- It is intended for those who have submitted their applications by the deadline
- The course will take place on Tuesday, October 18th, 2022, and Wednesday, October 19th, 2022
- **Day 1** of the course will cover basic Financial Modeling and a Medical Device / Biotech industry overview
- **Day 2** of the course will cover a case study from prior competitions and touch upon PowerPoint Etiquette, Storytelling, and How to find resources (i.e. primary/secondary research)

FIRST ROUND (R1) — 15-minute Pre-recorded Videos of Team Presentations:

- On Sunday, October 23rd, 17-20 teams will be selected to enter the **First Round**. Teams will be notified via email to their respective points of contact.
- On Tuesday, October 25th at 9 AM EST, the case prompt will be announced via email
- For this round, each team will be required to submit a video recording of a 15-minute presentation by November 1st, 2022 (11:59 PM EST)
- All team members must participate in the presentations for both rounds
- If substitution of a teammate(s) is needed, we must be informed at least 3 days prior to the **First Round submission deadline**, i.e. by October 29th, 2022 (11:59 PM EST)
- Finalists will be announced on November 8th, 2022, and will receive feedback from judges to assist their preparation for the **Final Round**
- **Dress Code:** Business Casual



- Primary research **IS** permitted

FINAL ROUND (R2) — A live Zoom event on November 12, 2022 (Starting time, TBD):

- 6 - 8 teams will each be assigned a time slot on Zoom to give a live presentation for up to 15 minutes (with an additional 5 minutes for setting up their presentation)
- The presentation will be immediately followed by a 10-minute Q&A with the judges
- All members should present
- If substitution of a teammate(s) is needed, we must be informed at least 3 days prior to the **Final Round**, i.e. by November 9th, 2022 (11:59 PM EST)
- Winners will be announced towards the end of the competition
- **Networking Session:**
 - This is open to both first-round and second-round contestants and will occur on November 12th after all teams have presented
 - Moderator(s) from our team will be present at each breakout room
 - Participants will have the opportunity to ask questions and have discussions with the judges from top-tier firms
- **Dress Code:** Business Casual

PRIZES FOR THE WINNING TEAMS:

- The first-place winners will receive \$4,000 and a six-week premium membership with PrepLounge
- The second-place winners will receive \$2,000 and a one-week premium membership with PrepLounge
- The third-place winners will receive \$1,000 and a one-week premium membership with PrepLounge

CONTACT US

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LINKEDIN PAGE:

[linkedin.com/company/2022-penn-healthcare-case-competition/](https://www.linkedin.com/company/2022-penn-healthcare-case-competition/)