**What is the Emory Global Health Case Competition?**
The Emory Global Health Case Competition (EGHCC) is an innovative student learning program that brings together students from multiple disciplines to address a critical global health challenge in both a competitive and collaborative environment. The EGHCC borrows its format from business school case competitions where student teams formulate recommendations for a business case, but the EGHCC is unique in that it requires students to work in multidisciplinary teams to analyze a real-world global health challenge that requires an interdisciplinary approach.

**Competition History**

The inaugural Emory Global Health Case Competition, held in spring 2009, was initiated and coordinated by the Emory Global Health Institute’s Student Advisory Committee (SAC), a multidisciplinary group of engaged students representing every school at Emory University. Forty Emory students comprising eight multidisciplinary teams had three days to determine and present their best strategies for alleviating severe childhood malnutrition in Ethiopia. An external panel of judges comprised of business, health care, public health, and faith-based professionals awarded prizes to teams presenting the first- and second-place cases.

In 2010, again led by its SAC, the Emory Global Health Institute expanded the competition regionally by including guest teams from Duke University, the University of Alabama at Birmingham, and Vanderbilt University. This resulted in close to 70 students fielding 12 multidisciplinary teams, which developed recommendations for the mock government of Gujarat, India on how to reduce tobacco-related health and economic burdens while recognizing that tobacco product manufacturing is one of the state’s largest industries. This regional global health case competition challenged the participating students to address a complicated issue that required perspectives from business, public health, health care, law, and health policy.

The success of and increased interest in the EGHCC is indicative of university students’ growing interest in global health issues. This interest is occurring across the country, which is one of the reasons that the Emory Global Health Institute is expanding the competition nationally. According to a survey released in September 2009 by the Consortium of Universities for Global Health (CUGH), of which Emory is a founding member, the number of students enrolled in global health programs in universities across the United States and Canada doubled in just three years due to a surging interest in careers to address health disparities and improve care for people living in developing countries. Students from across the country are demanding innovative training opportunities in global health, and the EGHCC can help meet this demand.

[www.globalhealth.emory.edu](http://www.globalhealth.emory.edu)
2011 Emory Global Health National Case Competition
The 2011 competition is scheduled for Saturday, March 19, 2011 on the Emory University campus in Atlanta, Georgia. The Emory Global Health Institute will invite guest teams from universities that are members of the Consortium of Universities for Global Health (CUGH). The CUGH's membership includes universities from across North America (a list of member universities is included in this packet). Emory's goal is to host guest teams from 12 universities, with the expectation that 120 students will participate. The table below illustrates the EGHCC’s growth in participating students, disciplines, and universities from 2009 to 2010, as well as projections for the 2011 national competition.

<table>
<thead>
<tr>
<th>Emory Global Health Case Competition</th>
<th>2009</th>
<th>2010</th>
<th>2011 Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Student Participants</td>
<td>40</td>
<td>68</td>
<td>120</td>
</tr>
<tr>
<td>Disciplines Represented</td>
<td>8</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Graduate/Undergraduate Ratio</td>
<td>30/10</td>
<td>59/9</td>
<td>96/24</td>
</tr>
<tr>
<td>Number of Participating Universities</td>
<td>1 (Emory Only)</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Number of Student Coordinators</td>
<td>16</td>
<td>21</td>
<td>35</td>
</tr>
</tbody>
</table>

Unique and Innovative Sponsorship Opportunity
The EGHCC, begun only two years ago, provides a truly unique learning experience for students who are interested in coordinating it or competing in it. As students are oftentimes self-sequestered in their schools and departments, this competition has been an ideal vehicle for bringing them together, which has resulted in both increased student-to-student and university-to-university collaboration. The EGHCC offers a context for out-of-the-box thinking and the possibility for students' case recommendations to be considered for pilot testing. As the competition goes national, it will provide a forum for global health strategy development across disciplines and campuses as well as better prepare participants to collaborate with peers as they enter diverse professions.

“I was thoroughly impressed by the innovative and creative proposals that the teams came up with to help reduce malnutrition. The imaginative solutions these students developed in less than a week demonstrated their astute awareness of this challenging crisis that affects millions.”

Tarun Gulrajani
Judge, 2009 Emory Global Health Case Competition
Senior Associate, PriceWaterhouseCoopers, LLP

Sponsorship gifts are tax-deductible and will be used to cover event costs of this original, first-of-its-kind student competition. Supporting the Emory Global Health Case Competition will provide corporate sponsors with the opportunity to advertise their products and services as well as build relationships, good will, and visibility with students from across the country who are the next generation of leaders in business, law, medicine, public health, nursing, and many other professions.

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