



**National Association of
Health Services Executives**

Empowering the **Next Generation**
of Health Care Leaders Today



GEORGETOWN UNIVERSITY
School of Nursing & Health Studies
Department of Health Systems Administration

Washington Metropolitan Area Chapter National Association of Health Services Executives Healthcare Innovation Competition 2019

CONTEXT

In the United States, healthcare expenditures represent approximately 18% of the nation's Gross Domestic Product (GDP) – a figure that is almost two times more than other industrialized countries. And despite these costs, the life expectancy of Americans is lower than peer countries that spend even less on healthcare. The causes are multifactorial and comprehensive efforts are underway to reduce costs, improve the patient experience, and advance the health of populations. Solutions will require creativity, design innovation, and cross-sectoral collaboration. Efforts will range from creating systems that make care equitable, safer and efficient - to stimulating a cultural shift in attitudes and perceptions around how persons perceive health and interface with their providers.

COMPETITION

Inspired by TEDx and Shark Tank, the Washington Metropolitan Area Chapter of the National Association of Health Services Executives in partnership with the Georgetown University Department of Health Systems Administration is proud to host a *Healthcare Innovation Competition* on April 6, 9am -12pm at Georgetown University Medical Center. The event is an opportunity for undergraduate and graduate health administration students to present a bright idea or solution that supports local or national health reform priorities. Interventions may be concepts or products (i.e. devices, websites, apps).

ADVANCING PRACTICE: REAL APPLICATION

With a goal of profiling promising practices that may be tested and taken to scale, students will present to an audience comprised of influential executives who represent organizations that may be interested in their proposals. Audience members will be encouraged to meet with teams after the event to provide feedback and explore opportunities for actual application. Executives will expect presentations to be transformational, inspirational, persuasive, and corroborated by a documented need.

TEAM

Each team must be comprised of three individuals. At least one member of the team must be a member of the [National Association of Health Services Executives](#). The team lead must be actively enrolled in a graduate or undergraduate health administration program at a university based in the Washington D.C. Metropolitan Area (i.e. George Washington, Georgetown, Howard, University of Maryland, George Mason,

Marymount). Cross-sectoral and/or interdisciplinary team compositions are encouraged. Members who are actively enrolled in alternative degree programs should participate if the degree pursued is instrumental in the proposal. *For example, if a team is developing a website, a team member may be a communications major.*

Each team must have a faculty sponsor who endorses the team and communicates the university's representation to respective internal program faculty. The sponsor also serves as a point of contact for potential questions related to program enrollment or student status, should they arise.

CONCEPTION OF INTELLECTUAL PROPERTY AND PRIVACY

As part of the proposal development process, teams may interview industry leaders, faculty, and content experts for better insight and context; however, members of the team must generate all intellectual aspects of the proposal. **Solicitation from faculty or external content experts for proposal development is prohibited and grounds for dismissal.** All persons who attend the competition will be required to sign a confidentiality statement that will include language acknowledging team proposals as intellectual property.

PRESENTATION

Each team will have 15-minutes to present their idea followed by a 5-minute question and answer period. Teams must clearly state their target audience, associated costs (if applicable), and how the project is new or differentiated in the marketplace. Slides are encouraged but not required. Demonstrations are encouraged if applicable.

The winning team will demonstrate clear comprehension of current marketplace dynamics, as related to their topic. The successful team will be distinct in demonstrating innovation and passion for an intervention that is relevant, practical and scalable.

EVALUATION

Teams will present to a panel of judges who do not have conflicts of interests with the universities represented. Judges will evaluate presentations based on creativity, relevance, practicality, scalability and overall delivery (messaging, public speaking, enthusiasm).

AWARD

The winning team will receive a \$3,000 cash award.

NEXT STEPS

Interested parties must complete the **Healthcare Innovation Competition Proposal Form** by **February 28th 2019**. The complete application should be emailed in .pdf format to Kylie Unger – ku72@georgetown.edu. Those who advance to the next stage will be notified by March 7th. A brief, mandatory conference call will be held on March 15, 2019.

Common Questions and Answers

Is a minimum GPA required for participation?

A minimum GPA is not required. All team members must be in good standing and actively enrolled in a terminal degree program during the spring of 2019.

How should I format my presentation?

Presentations can be formatted at the team's discretion. Creativity is encouraged. If applicable, demos and slides may be helpful. In preparation, participants may want to view clips from TEDx, Shark Tank and former case competitions. Presenting ideas in the form of a story that stimulates emotion, articulates relevance and presents an innovative solution to an intractable problem is key.

Do all team members have to be NAHSE members?

While all team members are encouraged to join NAHSE, only one is required to be a member.

Do I need to include a budget?

A detailed budget is not required; however, you will be expected to answer questions regarding financial implications, if applicable. For example, if you are developing an app, how much did it cost and what are the line item costs for maintenance?

Can my presentation exceed 15 minutes?

No. Your presentation must be 15 minutes or less.

Do all team members have to speak during the presentation?

Yes, all team members must present substantive content at some point during the 15-minute allocation.

Can I invite anyone to the competition?

Yes, you are encouraged to invite faculty, peers, family and friends to the presentation. You are also encouraged to invite stakeholders who may be interested in your idea.

Can a team member be enrolled in a health administration program that is based online (e.g. Capella, University of Phoenix)?

Yes, team members can be enrolled at an online institution; however, the lead must be enrolled in a university based in the Washington Metropolitan Capital Area.

Can a team member be enrolled in an executive degree program?

The lead cannot be enrolled in an executive program; however, members of executive programs can serve on a team.

Can a medical student or nursing student be a member of the team?

Yes, medical students, nursing students and students in allied health programs can serve as team members.

Is there a required deliverable?

If a team has a slide deck or other form of presentation, the deadline for receiving the materials will be communicated after March 7th. Otherwise, there is no required deliverable.

The event is hosted at Georgetown. Are Georgetown students eligible to compete?

Yes. Georgetown students can compete. Judges will not be aware of which schools are represented. They will also sign a conflict of interest form, which attests to no former or existing relationship with any of the competitors.

**Healthcare Innovation Competition Proposal Form
WMAC-National Association of Health Services Executives**

Team Name:

Team Lead #1 (must be enrolled in a health administration program)

Name:
University:
Degree Pursued:
Graduation Date:
University Email:
Phone:
NAHSE Member (Yes/No)

Team Member #2

Name:
University:
Degree Pursued:
Graduation Date:
University Email:
Phone:
NAHSE Member (Yes/No)

Team Member #3

Name:
University:
Degree Pursued:
Graduation Date:
University Email:
Phone:
NAHSE Member (Yes/No)

University Sponsor (must be a faculty member affiliated with the Team Lead's institution)

Name and Credentials:
University:
University Email:
Phone:
NAHSE Member (Yes/No)

Tell us about your Idea

- 1) Name of Project or Intervention:
- 2) Target Audience (who is the primary stakeholder?):
- 3) Description of Idea or Product (no more than 350 words – 1.5 space).
What is it? Why is it needed? Is it scalable? How is it a contribution to the field?

Please email ku72@georgetown.edu should you have additional questions.