

2024 Health Sector Management Bootcamp

HLTHMGMT 710: Health Institutions, Systems, and Policy



Sponsor Prospectus

July 22-27, 2024

Duke University | The Fuqua School of Business

<http://bit.ly/FuquaHSMBootcamp>



Contact Kate Miller at 919-660-8084 or kate.miller@duke.edu for more information.



What is HSM Bootcamp?



HEALTH SECTOR MANAGEMENT (HSM) Bootcamp is a weeklong course that provides Fuqua HSM students with an introduction to the health care sector. Students engage with faculty and leaders to explore the breadth and complexities of health care. Bootcamp immerses students in the finance, services, marketing, policy, and impact of technological innovation throughout this dynamic sector.

The course includes guest lectures by distinguished experts from both outside of and within Duke University and the Duke University Health System. Bootcamp introduces students to the core segments of health care: pharmaceuticals, medical device, biotechnology, health systems, clinicians, distributors, insurance, policy, innovation, and technology. Students discuss broad issues, such as the uninsured, health reform, and public health delivery systems. They analyze the forces shaping the future of health care, assessing opportunities and exploring challenges. HSM Bootcamp provides students with a foundation in the structure and function of health care systems and the framework to build upon their specific goals and interests in the field.



Sample Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
<ul style="list-style-type: none"> • HSM Orientation • Health Care Careers Overview • Health Care Club & Conference Introduction • Networking Reception 	<ul style="list-style-type: none"> • Course Introduction • The Triple Aim • Health Care Coverage—The Basics • Health Care Payment—The Basics • Spending Across the Health Sector • Networking Reception 	<ul style="list-style-type: none"> • Pharmaceutical & Biotechnology Industry Overview • Pharma Innovation for Emerging Markets • Case Study • Value Based Payment Reform • DEI: Moving Beyond the Business Case for Diversity 	<ul style="list-style-type: none"> • Introduction to Social Determinants of Health • Data Analytics • Medical Device Industry • The Diagnostics Industry • Info Session: Experiential Education Opportunities 	<ul style="list-style-type: none"> • Health Care Supply Chain • Data Analytics • Health Care Finance & Venture Capital • Case Study • Global Health • Course Review & Discussion 	<ul style="list-style-type: none"> • HSM Team Presentations

HSM Bootcamp Sponsorship

HSM Bootcamp is the first exposure many Duke MBA students have to health care in their business school experience. Bootcamp features lectures, presentations, case studies, and Q&As with experts throughout the sector. Bootcamp sponsorship delivers opportunities for health care organizations and their leaders to provide insight and experience from their unique perspectives within the sector.

Promote Your Organization with Sponsor Benefits

HSM Bootcamp sponsors have an opportunity to reach talented future healthcare leaders in the early stage of their professional development. Sponsorship provides a range of recognition and networking opportunities before, during, and after the course. Benefits include (vary based on level of sponsorship):

- Networking events and speaking opportunities
- Q & A session with students and faculty during the course
- Meeting with Fuqua and HSM leadership
- Branded materials distributed to enrolled HSM students
- Organization logo on Bootcamp web page
- Organization logo in the Bootcamp course guide

Become an HSM Bootcamp Sponsor

Contact Kate Miller at 919-660-8084 or kate.miller@duke.edu for details.



110 MBA Students

17 Lectures

10 Industry Experts

5 Duke Faculty

6 Days

Sponsorship Opportunities and Benefits

- All meetings and events will be held at the Fuqua School of Business on the Duke University Campus in Durham, North Carolina.
- Course dates: July 22-27, 2024



Gold \$10,000

- Q&A as final class of day
- Buffet dinner event (includes beer/wine, buffet table décor, linens, china, and flowers)
- Speaker to address students; representatives during dinner to network
- Option to put video clip of Q&A on Bootcamp Webpage
- Opportunity to provide an interview with company executive on HSM web page
- Name & logo on Bootcamp web page
- Name & logo in Bootcamp course manual
- Opportunity to provide giveaway/info sheet to students
- Corporate branding (banners, etc.) at event



Silver \$7,500

- Q&A as final class of day
- Evening reception (heavy appetizers; includes beer/wine, linens, and disposables)
- Speaker to address students; representatives during reception to network
- Opportunity to provide an interview with company executive on HSM web page
- Name & logo on Bootcamp web page on the HSM website
- Name & logo in Bootcamp course manual
- Opportunity to provide giveaway/info sheet to students
- Corporate branding (banners, etc.) at event



Bronze \$5,000

- Case study presentation to class
- Luncheon event (boxed lunch; includes bottled water, linens, and disposables)
- Representatives during lunch to network
- Name & logo on Bootcamp web page on the HSM website
- Name & logo in Bootcamp course manual
- Opportunity to provide giveaway/info sheet to students
- Corporate branding (banners, etc.) at lunch



Blue \$500

- Sponsor Coffee/Tea for Students
- Name & logo on Bootcamp web page of the HSM website
- Name & logo in Bootcamp course manual
- Opportunity to provide giveaway/info sheet to students
- Opportunity to provide a 1-2 minute video explaining your company to students. This video will be played during the week of Bootcamp.