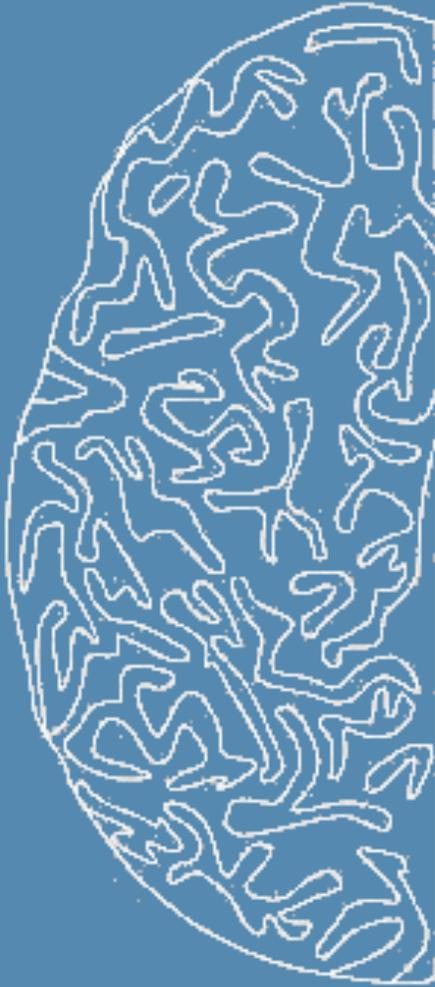


Case Competition



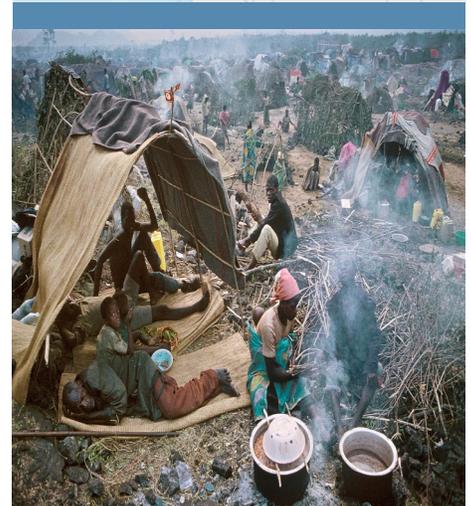
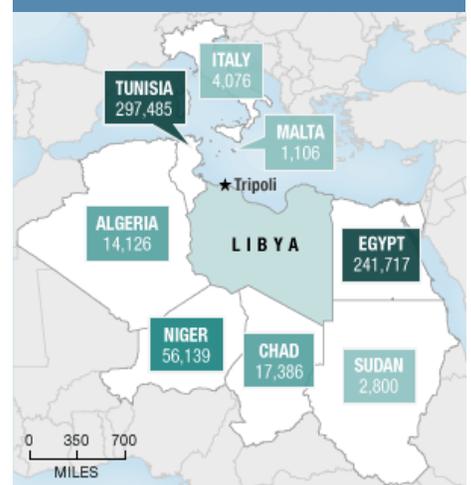
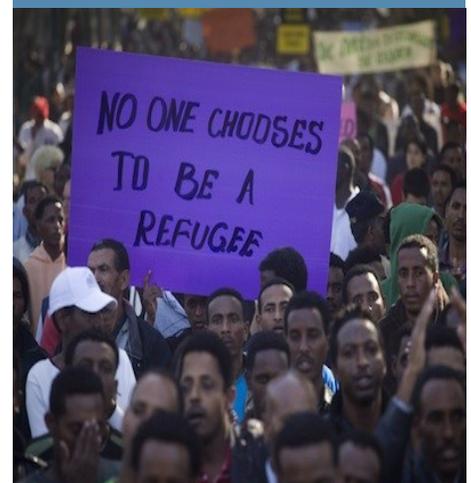
**BIOMEDICAL
ENGINEERING
SOCIETY**

**UNIVERSITY
OF TEXAS
STUDENT
CHAPTER**



Background

In our current times many areas of the world have been marked with uprising and revolt. In an attempt to rid their countries and themselves of the effects of past leaders many have turned to armed conflict for change. The prevalence and magnitude of these conflicts have caused massive migrations of people fleeing their homes for safety. The vast flux of these refugees from their homes to adjacent countries has put a large stress on the host country's resources thus making it extremely difficult to give those seeking asylum quality healthcare. This issue is compounded by the already impoverished state of many of these host countries. Due to these issues the world is facing a great dilemma in the situation of refugee health. In the Central African Republic a large displacement of people to the Democratic Republic of Congo has resulted in a humanitarian crisis. Having already inundated regional UN refugee camps, which are already barely able to care for their existing citizens, many are setting up makeshift camps near rivers flooded with disease. The Red Cross has reported that "malaria, diarrhea, typhoid fever, malnutrition, acute respiratory infections and intestinal parasites are all common in these areas." The spread of disease caused by the inability to care for their people only strains the faltering states of these countries even more. Recently, a doctor working for the Red Crescent in Syria explained that the lack of safe resources and a difficulty to provide acceptable medical care to many is a time-bomb that could lead to an outbreak of disease in the area that could potentially reach epidemic levels.



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Objective

Create a solution that can help the limited number of healthcare workers ameliorate the lives of their own people and these refugees. Consider a feasible solution that will economically improve health services within your targeted country or area. When contemplating your solution keep in mind the culture of your targeted area and therefore the ethical dilemmas that may be caused by your remedy. Present and explain how your proposed solution mitigates the negative effects in your area and why your solution is an improvement to how this issue was previously dealt with. Be prepared to refute potential arguments against your solution, and be sure to include how your solution will be financially sustainable during its effective time period.

Consider the following:

- ◆ Where is your solution to be implemented? How is it specific to the resources of that area and how can it be generalized so that it may be implemented elsewhere?
- ◆ How long will your solution last? Will it grow or change over time?
- ◆ How will you fund your implementation? Will your targeted area be able to support its financial and resource needs?
- ◆ What impact will your solution have on the region and how can you measure that impact?

Judging Criteria

Idea:

- ◆ *Novel*
- ◆ *Practical*

Solution Implementation:

- ◆ *Net Positive Impact*
- ◆ *Minimal Ethical and Cultural Effects*
- ◆ *Economic and Technical Feasibility*

Proposal:

- ◆ *Business Plan for Implementation*
- ◆ *Relevant Financial Information*
- ◆ *Long-term Effect*

Quality of Presentation:

- ◆ *Neat and Organized*
- ◆ *Smooth Transitions*
- ◆ *Contains all Necessary Information*
- ◆ *Within Time Constraint*

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Summary

A successful presentation will include an innovative solution to the problem at hand, thorough research of the solution, a business plan to implement the solution that includes a thorough understanding of the risks and rewards, potential pitfalls, opportunities for further development, etc., relevant financial information such as business development, marketing, funding and expenses, etc., and the long-term impact of the proposed solution in an organized and aesthetically-pleasing PowerPoint presentation.

Competition Day

The competition will be held on November 15, 2014. Teams will be notified of their presentation times beforehand. Each team will have 15 minutes for their presentation, 10 minutes to present their solution and 5 minutes to answer questions from the judges. Dress for presenters is Business Professional. The 1st place team will be awarded \$700 and the 2nd Place team will be awarded \$300. The third place team will be awarded \$200.

Good Luck on the Competition.

2014 Fall BMES Case Competition

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