

MIT Sloan School of Management
GLOBALHEALTH LAB Spring 2013 Project Overviews

GlobalHealth Lab pairs faculty-mentored teams of MBA and other MIT graduate students with enterprises on the front lines of health care delivery. To tackle specific barriers identified by each partnering organization, the course is built around custom-designed projects in strategy, business model innovation, operations, marketing, and technology adoption. Students work on campus before and after an intensive on-site collaboration in the second half of March.

BRAC, Dhaka, Bangladesh. Develop process and framework for BRAC leadership to assess potential partnerships and select appropriate innovations and collaborations that leverage the organization's vast reach and deliver value to BRAC's beneficiaries.

Centre for Infectious Disease Research in Zambia, Lusaka, Zambia. Create a versatile tool for measuring patient flow, decreasing wait times, and increasing care efficiency in an HIV treatment center. Identify new ideas for improving patient throughput.

Daktari Diagnostics, Inc., project in Kenya (company HQ Cambridge MA). Feasibility assessment for delivery channels in Kenya for Daktari's CD4 counter device, incorporating distribution options, supply chains, data management, training requirements, and service planning.

G. S. Memorial Plastic Surgery Hospital and Trauma Center, Varanasi, India. How to expand treatment for cleft lip and palate and burn victims? Build on the hospital's impressive clinical and outreach experience and the opportunity afforded by potential funders, to help drive volume cost-effectively. Include new ideas for marketing and collaborations.

Gradian Health Systems, project in Tanzania (company HQ in New York). Market entry strategy in Tanzania for the novel Universal Anesthesia Machine that takes into account current needs in the country, funding, the healthcare system, competitors, and regulation. Identify potential customers as feasible.

Himalayan HealthCare, Ilam province, Nepal. Marketing and business plans that refine the value proposition and increase patient demand for its Ilam community hospital. Drawing on an assessment of national context, trends, competitors, and community views, examine the potential for membership fees to drive community use of services.

LifeSpring Hospitals, Hyderabad, India. Define improved managerial roles for LifeSpring's Clinical Nurse Managers, accounting for needs in compliance, guidance and training for caregivers, quality control, and daily oversight of facility activities. Explore potential task shifting.

L V Prasad Eye Institute, Hyderabad, India. For flagship specialty hospital, explore design and technology options for a dynamic dashboard drawing on existing systems and new methods to improve care experience, revenue collection, load management, and cost control.

Grassroot Soccer, project in South Africa (nonprofit HQ in US). Develop cost-effective marketing approach for GRS to use SMS technology to extend its engagement with current and former participants via health-related messaging that addresses gaps in knowledge and leverages GRS's celebrity soccer player ambassadors.

Imperial Health Sciences (formerly RTT Group), Unjani Clinic, Johannesburg environs, South Africa. For this social enterprise project of a logistics firm, examine pricing of their Unjani clinics' services, offering recommendations for changes. Assess skills of current nurse-owners to define business training and support program for clinic managers.

Shining Hope for Communities, Kibera, Nairobi, Kenya. How can Shining Hope's slum clinic improve its operations to serve more patients? Design a growth strategy that also increases efficiency.

Western Cape Department of Health, Capetown, South Africa. For a busy public clinic, map patient flow, management, and care delivery processes to identify inefficiencies and opportunities to improve clinical care for chronic disease patients; formulate recommendations for institution-wide changes.

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