

**FOR IMMEDIATE RELEASE**

**Business School Alliance for Health Management (BAHM)**  
**Annual Healthcare Case Competition**  
**-Alzheimer's and Brain Health-**  
**November 8<sup>th</sup>, 2011**



**Second Annual BAHM Healthcare Case Competition: Winners Announced**

On Tuesday, November 8, 2011, the Fuqua School of Business at Duke University hosted the second annual Business School Alliance for Health Management (BAHM) Healthcare Case Competition. The competitors included student teams from eight of the top business schools listed below and the lead sponsor of the competition was Takeda Pharmaceutical Company Limited, the largest pharmaceutical company in Japan.

The teams were tasked with developing a strategy for Takeda to optimize the launch of a new indication of pioglitazone as a preventive treatment against Alzheimer's disease in the United States. Each team received the case 10 days before the day of the competition and presented their creative strategies to a panel of judges from Takeda. Teams were evaluated on their strategic thinking, creativity, strength of the analysis, customization of the recommendation to Takeda's needs and vision, and presentation skills.

The winners were announced during a cocktail reception at the Fuqua School of Business's Faculty Hall. The team from the Wharton School of Business at the University of Pennsylvania won first place after receiving the highest scores. Second place went to the team from the Fuqua School of Business at Duke University and Boston University School of Management came in third place.

The event was organized by the BAHM, which was established in 2010 as a partnership among ten MBA programs to advance education, research and practice in schools of management to transform the health sector. Membership is open to business schools that are committed to fulfilling the mission of BAHM in education, research or practice or through a commitment to transformation of the health sector. In future years hosting responsibilities for the Health Services Case Competition will rotate among participating schools.

Corporate sponsorship was provided by Takeda Pharmaceutical Company Limited, a top 15 global pharmaceutical company and the largest Japanese pharmaceutical company. Takeda has

been actively investing in Central Nervous System diseases the past four years. In early 2011, the company reached a licensing agreement with Zinfandel Pharmaceuticals through acquiring its TOMM40 assay. The TOMM40 biomarker is being developed to identify individuals at high-risk of developing Alzheimer's. Takeda and Zinfandel are attempting to validate the TOMM40 biomarker as a test of individual risk. This sponsorship is representative of Takeda Pharmaceuticals' commitment to being a strategic leader in the Alzheimer's disease space as well as to future healthcare leaders.

**Participating Schools:**

**Boston University School of Management**, Boston University

**Denver Business School**, University of Colorado Denver

**Fuqua School of Business**, Duke University

**Haas School of Business**, University of California - Berkeley

**Harvard Business School**, Harvard University

**Owen School of Management**, Vanderbilt University

**W.P. Carey School of Business**, Arizona State University

**Wharton School of Business**, University of Pennsylvania

**Additional Information:**

To learn more about the Health Sector Management program at Fuqua, visit, [http://www.fuqua.duke.edu/programs/duke\\_mba/health\\_sector\\_management/](http://www.fuqua.duke.edu/programs/duke_mba/health_sector_management/).

For more details about the Business School Alliance for Health Management, contact Fuqua Professor Kevin Shulman, MD, at [kevin.schulman@duke.edu](mailto:kevin.schulman@duke.edu).

To learn more about Takeda Pharmaceutical Company Limited, visit <http://www.takeda.com/>.



**BAHM Case Competition judges announcing the winners**



**1<sup>st</sup> place: Wharton School of Business**



**2<sup>nd</sup> place: Duke University, The Fuqua School of Business**



**3<sup>rd</sup> place: Boston University School of Management**



**Kevin Schulman, BAHM keynote presentation**



**BAHM Case Competition attendees**