

## MGMA Case Competition: A student competitor reflection

You would assume that most future physicians (medical students, residents, etc.) are very knowledgeable about the healthcare environment in which they will be treating patients. These trainees would at least understand the laws and regulations that shape the whole trajectory of how medicine is and will be practiced. As a medical student and case-competitor, the Gulf-Coast MGMA case competition proved that assumption wrong. I would argue that most other medical trainees are like me out there. That's why these competitions are so important and helpful. It allowed me and my colleagues to delve deep into the important issues related to MACRA - a new set of laws that will dramatically affect how incentives will align with reimbursements.

As a MD/MBA candidate from Baylor College of Medicine and Rice University (respectively), these career-shaping issues are of special interest to me. I was able to leverage my Rice Business network to build a team with Ishan Kamat (MD/MBA candidate), Jordan Fox (oil and gas engineer), Terence Campbell (oil and gas geophysicist), and Ethan Bing (medical practice director). The fusion of unique backgrounds and experiences was important to us. We wanted to approach the problem with a combination of fresh perspectives and frameworks from other industries.

The challenge was to implement the new MACRA legislation into the existing healthcare infrastructure seamlessly, minimizing costs and maximizing value for physicians and patients. We "whiteboarded", researched, discussed, debated, and repeated for about a week. In doing independent research and applying strategy frameworks, we really internalized some the nuances of the law and its consequences. Our solution was to build an accountable care organization (ACO) that is driven by primary care physicians, and



scaled up by taking special advantage of the flexibility and effectiveness of multiple personal-care-medical-homes (PCMH). Our team members all agreed that we learned at least as much from the one week action-packed competition as we did in any class we've had in the past. To our surprise, we got to present to leading healthcare professors and C-suite executives from various healthcare systems. To have a listening audience who was at the front line of healthcare administration made it a rewarding experience.

Our team was honored to receive runner-up in the competition. In the post-competition social, all the competitors excitedly exchanged ideas on their solutions. The environment buzzed with excitement. It was a fun experience and we can't wait for the next one.



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