



We're getting close, competitors! Here are a few things to keep in mind as you prepare for the **2014 Grand Business Challenge in Digital Health at the Boston University School of Management**.

The 2014 Grand Business Challenge in Digital Health is organized into two rounds of competition. In the first round, the sixteen invited schools will be split into four groups of four teams. Group assignments and the Day 1 challenge will be provided on Thursday, March 20<sup>th</sup> at the Welcome Reception.

The best way to prepare for this year's challenge is to understand the *emerging digital health landscape*. The following questions should guide your preparation:

- What is digital health? Why is it important today?
- What are the major business opportunities in digital health?
- What key digital technology trends hold promise?
- How are digital leaders--such as Apple, Google, Microsoft and IBM--positioned to take advantage of the digital health opportunities?
- What role do consumer device manufacturers—such as Nike (Fuel), Fitbit, Samsung, Nintendo and others—play in the future of global healthcare?
- How are telecom operators such as AT&T, Verizon, Vodafone and others positioning for digital healthcare?
- What is the role of “big data and analytics” in digital health?
- How should we manage privacy and related concerns in digital health?
- What lessons can we learn from emerging fast-growth markets like India, China and Africa?
- How do we involve patients in the digital healthcare transformation?
- What signals can we glean from venture capital investments in digital health?

Be prepared to develop your own points of view rather than merely present using set of standard frameworks from consulting companies and other companies.

The Day 1 challenge will bring out the best set of ideas and viewpoints as they relate to Merck's strategy to lead in the digital health landscape, and the winner from each group will continue to the second and final round. The Grand Challenge on Day 2 will build on the challenge provided on Day 1, and it will require our finalists to provide more specific analysis and recommendations.

We look forward to a productive and stimulating weekend in Boston.