

## **Spring 2024 B2B Case Competition:**

### *The Critical Issue of Caring for the Medically Underserved in Texas*

We appreciate your interest in the B2B program and are excited to welcome you to Baylor on January 26th/February 9th! Please find below key information regarding the event. Please read this document thoroughly, and feel free to reach out if you have any questions.

#### **Background:**

Lack of health equity prevents many individuals from having fair and just opportunities to obtain high-level medical care and improved quality of life. The CDC defines health disparities as preventable differences faced by disadvantaged populations in the burden of disease, injury, violence, or opportunities to achieve optimal health. It encompasses a multitude of disparities including but not limited to: socioeconomic status, geographic location, environment, education, and language barriers. In Texas, rural areas in particular face shortages of healthcare facilities and qualified personnel to address a wide range of general and specialized health issues that a community may experience. Furthermore, when compared to their White counterparts, racial and ethnic minority groups experience higher rates of poor health and disease, including diabetes, hypertension, obesity, asthma, heart disease, cancer, and preterm birth. It is critical that the rising generation of physician leaders in Texas understand the overall factors that can impact underserved patient populations and utilize this knowledge to provide high-quality care and create sustainable solutions that address healthcare disparities.

#### *Source:*

[https://www.cdc.gov/healthequity/whatis/?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fcommunity%2Fhealth-equity%2Frace-ethnicity.html](https://www.cdc.gov/healthequity/whatis/?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fcommunity%2Fhealth-equity%2Frace-ethnicity.html)

#### **Prompt:**

If you were a Senior Executive of the Texas Medical Association tasked with creating a multifaceted plan to address healthcare disparities in Texas, how would you address this complex problem with your knowledge of the various factors that affect medically underserved populations?

#### **Instructions:**

During the Spring 2024 B2B event, you will be participating in a case competition regarding medically underserved populations. You will be placed into groups of approximately 5-7 students led by a Baylor University student leader. Your group will collaborate to develop and present a multi-faceted solution to address healthcare disparities that afflict underserved communities in Texas.

**We ask that you bring a laptop or any other device on which you can access Google Slides.** Additionally, **please bring chargers** and any other resources that may be helpful in creating this presentation.

Prior to the event, we suggest that you conduct preliminary online research on the various factors affecting medically underserved populations, which are presented below. We also suggest that you spend time briefly outlining possible solutions to the prompt. **We do not expect you to be an expert on this topic.** Your proposed solution does not need to be overly extensive, though it does need to be thoughtful and realistic. Though research will help you gain an initial understanding of the topic, we want to emphasize *originality, creativity, and depth* within your solutions over the amount of prior research.

Here are factors pertaining to the care of medically underserved populations that you may explore:

- Demographics: Can race, gender, nationality, age, family size, etc. affect access to care? Could a physician's race, gender, age, etc. impact healthcare disparities?
- Geography: Can where you live impact your access to medical care? What issues are involved in access to care for rural populations? Are there healthcare disparities within urban centers too? Could mobile clinics or telemedicine help address the issue of accessibility, or do these interventions pose other issues?
- Socioeconomic Status: Can socioeconomic status affect patients' health care access? Could socioeconomics and/or occupation impact lifestyle and affect health needs and access?
- Health Insurance Status: Can insurance status affect preventative and/or acute care? Could Medicare, Medicaid, or other insurance acceptance affect access?
- Education: Can education and/or specialty of care providers influence access and quality of care? Can a patient's education affect access, preventative health measures, and implementation of care? Can shortages of health professionals affect patients in specific areas? Could programs be made to increase rural physicians?
- Culture: Can physician distrust affect perceptions of care? How can cultural practices affect communication and care plans? Do language barriers impact care? Does physician culture affect numbers of rural health and primary care providers?

These are just a few questions to help you brainstorm the different factors involved in the care of medically underserved populations. You are in no way limited to these questions – the scope of

what you would like to discuss and the ideas you want to present are completely up to you. By making it to this stage of the selection process, you are all evidently capable and bright students. Hopefully, these questions will help initiate your ideas.

The event will involve a simple presentation created via a Google slides link provided by your group leader. You will be collaborating with your group to create a multifaceted solution that may combine the factors presented above, or incorporate any additional pertinent factors your group would like to touch on. You will rehearse and record a 5-7 minute presentation on the slides you created. The objective is not to give a flawless presentation but to deliver high-quality ideas. You will have ample time, and your group leader will be present to provide support and encouragement. Best of luck!

**Recommended Resources for Research:**

- Google Scholar
- Pubmed
- American Medical Association
- New England Journal of Medicine
- Agency for Healthcare Research and Quality