

Healthcare Case Competition Scoring Rubric

This rubric is designed to provide a structured and objective framework for evaluating team presentations during a healthcare case competition. Each criterion is rated on a scale from 1 (Developing) to 3 (Excellent). Judges should consider both the depth of analysis and the professionalism of the delivery.

Suggested Weighting:

Executive Summary – 10%

Problem Identification – 10%

Strategic Analysis – 15%

Financial Analysis – 15%

Final Recommendation & Implementation – 15%

Feasibility & Innovation – 10%

Q&A – 10%

PowerPoint / Visuals – 5%

Presentation Skills – 10%

Category	3 - Excellent	2 - Satisfactory	1 - Developing	Score
Problem Identification	Clearly defines the healthcare problem using data and evidence; identifies key stakeholders and system-level impact.	Problem is identified but lacks depth or sufficient supporting evidence.	Problem statement is vague, misaligned with the case, or missing critical context.	
Executive Summary	Appropriate length, clarity, and professional tone; demonstrates a thorough understanding of the topic and proposed solutions.	Includes key points but lacks a clear call-to-action or contains excessive jargon.	Incomplete or confusing summary with unclear recommendations.	
Strategic Analysis	Uses SWOT or similar framework linking internal/external factors to actionable strategies that solve the case.	Discusses internal and external factors but does not clearly connect them to strategy.	Fails to account for trends, regulations, relevant strategic factors, and/or appears to heavily lean on AI-generated content.	
Financial Analysis	Utilizes a clear pro forma or equivalent tool to demonstrate financial viability	Includes some financial projections but lacks scenario modeling or clear ROI discussion.	Does not consider relevant details such as payer mix, reimbursement rates, or market	

	with scenario analysis (e.g., best/worst case).		share.	
Final Recommendation & Implementation	Provides specific, evidence-based recommendations with clear operational requirements (FTEs, training, infrastructure).	Recommendations are reasonable but lack strong evidence or operational detail.	Recommendations are vague or not feasible for the organization.	
Feasibility & Innovation	Recommendation is both innovative and feasible within the organization's constraints.	Some innovation present but lacks feasibility or clear execution path.	Recommendation is unrealistic, lacks originality, and/or appears to heavily lean on AI-generated content.	
Q&A	All team members respond confidently and accurately; answers are consistent with the presentation.	Some inconsistencies or uneven participation between members.	Limited understanding of key issues; minimal team participation.	
PowerPoint / Visuals	Visually balanced, professional slide deck that enhances storytelling and data interpretation.	Readable but visually uneven or text-heavy slides.	Poorly formatted or distracting visuals that detract from content.	
Presentation Skills	Engaging, confident delivery with professional tone, body language, and storytelling.	Adequate tone and flow but inconsistent energy or clarity.	Relies heavily on notes; lacks audience engagement or clear communication.	

Final Score: