



NACRA
NORTH AMERICAN CASE
RESEARCH ASSOCIATION

CASE RESEARCH JOURNAL

CALL FOR CASES

Special Issue on **HEALTH CARE**

The *Case Research Journal's Special Issue on Health Care* will be edited by Erin Sullivan (Harvard Medical School) and Linda Swayne (University of North Carolina Charlotte).

The **submission deadline is February 15, 2020**, for targeted publication in first quarter 2021. Earlier submissions are welcomed!

The *Case Research Journal (CRJ)*, published quarterly by the North American Case Research Association (NACRA), is dedicated to enhancing case research and publishing exceptional teaching cases. Founded in 1980, the *CRJ* is double-blind refereed and accepts about twenty percent of manuscripts submitted. Further information about the journal is available at <https://www.nacra.net/case-research-journal/>

Domain of the Special Issue

The domain of the special issue is broadly defined as teaching cases in the health care sector of the economy. After studying the case, students should be able to put themselves into the shoes of the manager/leader protagonist and formulate and defend alternative courses of action. Appropriate topics include (but are not limited to):

Different health care perspectives:

- Providers (MDs, PAs, NPs) as well as other members of the care team (MAs, administrative support, Practice Managers); Patients; Facilities (hospitals, health systems, clinics/practices, long-term care, emergency/urgent care); Insurers (not-for-profit, government, for-profit, group, individual); Pharma (drugs, medical devices, OTC, retailers, manufacturers); Natural disasters and crises requiring a medical or public health response; Public vs. private vs. concierge care; World, continents, countries, state, local health care issues; Health care start-ups; Community-based organizations/not-for-profit health organizations or partners

Any discipline involved with health care:

- Financial
- Marketing
- Management (Strategy, Human Resources, and so on)
- Information Systems
- Operations
- Ethics
- Entrepreneurship/Innovation

And a variety of health issues:

- Cost of care; Preventive vs. acute care; Determining "value"; Accountable Care Act impact on decisions; Accountable Care Organizations; New payment models; Population health management; Health care workforce development issues/shortages; Health care workforce diversity; Care delivery models; Managing complex patients; Care integration; Information Technology

For the special issue, cases can take a number of different forms including (but not limited to):

- **Traditional Decision-style Cases.** Cases typically no longer than 10 pages of narrative.
- **Short Written Cases.** Cases of no more than 6 pages (narrative AND exhibits). ***Case narratives no longer than 4 pages (recommended 2-3 pages)***. As a part of the 6 pages, short written cases ***may*** include a select set of publicly-available outside sources that instructors may chose to require students to explore ahead of time or that instructors may introduce during the discussion of the case. For short cases with such 'outside' sources, there still must be a clear decision-focus and the case must be structured so that it could be used without access to these additional sources. All 'outside' sources referenced must be easily accessible and available for a period of at least 5 years after publication of the case.
- **Video Cases.** Illustration of decision-focused issue in video format no longer than 10 minutes in length (or one to three short videos of 3 – 5 minutes each). We are open to cases in forms that are not listed above and authors are encouraged to consult with one of the guest editors in advance of the submission deadline to discuss such ideas.

Focus and Methods

For this issue, the **CRJ** will publish decision-focused cases based on original, primary research. Preference will be given to cases where the protagonist and organization are named, rather than disguised, but disguised cases will be considered where the case scenario and/or issue warrant. Note: sensitive information, such as financial data, may be disguised to protect an individual's or organization's competitive position. Authors who intend to disguise information are encouraged to consult one of the special issue editors.

Methods: Cases should be based on original, primary research. Examples of such research include: interviews with key decision-makers in the organization; interviews with stakeholders affected by an organizational decision, issue, or problem; participant observation; review of primary materials, such as legal proceedings, congressional testimony, or internal company or stakeholder documents **supplemented** by appropriate secondary research (e.g., journalist accounts). The **CRJ** does not publish cases based solely on secondary sources, such as journalistic accounts, nor does it publish fictionalized, composite, or hypothetical cases.

An **Instructor's Manual** (teaching note) must accompany each case submission. The IM should follow the guidelines outlined at: <https://www.nacra.net/case-research-journal/editorial-policies-and-submission-guidelines/>.

The North American Case Research Association (NACRA)

At the time of submission to the special issue, at least one author must be a member of NACRA. Membership information is available at <https://www.nacra.net/>.

Further Information

For further information regarding the Health Care Special issue or a potential submission, contact:

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