

2026 Health Sector Management Bootcamp

HLTHMGMT 710: Health Institutions, Systems, and Policy



HSM

Sponsor Prospectus

July 19-24, 2026

Duke University | The Fuqua School of Business



Contact Kate Miller at 919-660-8084 or kate.miller@duke.edu for more information.



What is HSM Bootcamp?



HEALTH SECTOR MANAGEMENT (HSM) Bootcamp is a weeklong course that provides Fuqua HSM students with an introduction to the health care sector. Students engage with faculty and leaders to explore the breadth and complexities of health care. Bootcamp immerses students in the finance, services, marketing, policy, and impact of technological innovation throughout this dynamic sector.

The course includes guest lectures by distinguished experts from both outside of and within Duke University and the Duke University Health System. Bootcamp introduces students to the core segments of health care: pharmaceuticals, medical

device, biotechnology, health systems, clinicians, distributors, insurance, policy, innovation, and technology. Students discuss broad issues, such as the uninsured, health reform, and public health delivery systems. They analyze the forces shaping the future of health care, assessing opportunities and exploring challenges. HSM Bootcamp provides students with a foundation in the structure and function of health care systems and the framework to build upon their specific goals and interests in the field.



Sample Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
<ul style="list-style-type: none"> • Check In • HSM Orientation part 1 • Social Break • HSM Orientation part 2 • Team Building + Dinner 	<ul style="list-style-type: none"> • Course Introduction • Intro into HC Systems • Consolidation Across the Health Sector • Social Drivers of HC • Intro Into Biotech & Pharma 	<ul style="list-style-type: none"> • HC Coverage • Health Care Supply Chain • Case Study • The Diagnostics Industry • Big Data/Data Analytics • AI Applications in HC 	<ul style="list-style-type: none"> • Paying Providers • Maximizing Hospital Efficiency • Case Study • Intro into HC Finance • HC VC + Startups • Equity & Leadership in HC 	<ul style="list-style-type: none"> • Value-Based Payment Reform • Drugs in Developing Countries • Case Study • Global Health • Medical Device Industry • Course Review & Discussion • Info Session: Experiential Education Opportunities 	<ul style="list-style-type: none"> • HSM Team Presentations

HSM Bootcamp Sponsorship

HSM Bootcamp is the first exposure many Duke MBA students have to health care in their business school experience. Bootcamp features lectures, presentations, case studies, and Q&As with experts throughout the sector. Bootcamp sponsorship delivers opportunities for health care organizations and their leaders to provide insight and experience from their unique perspectives within the sector.

Promote Your Organization with Sponsor Benefits

HSM Bootcamp sponsors have an opportunity to reach talented future healthcare leaders in the early stage of their professional development. Sponsorship provides a range of recognition and networking opportunities before, during, and after the course. Benefits include (vary based on level of sponsorship):

- Networking events and speaking opportunities
- Case study session with students and faculty during the course
- Meeting with Fuqua HSM leadership
- Branded materials distributed to HSM students
- Organization logo on Bootcamp web page
- Organization logo in the Bootcamp course manual

Become an HSM Bootcamp Sponsor

Contact Kate Miller at 919-660-8084 or kate.miller@duke.edu for details.



145 MBA Students

19 Lectures

10 Industry Experts

6 Duke Faculty

6 Days

Sponsorship Opportunities and Benefits



HSM

- All meetings and events will be held at the Fuqua School of Business on the Duke University Campus in Durham, North Carolina.
- Course dates: July 19-24, 2026



Premier

\$6,000



Team Fuqua

\$3,000



Blue

\$500

- Case study presentation to class
- Luncheon event (fully catered; includes linens, disposables)
- Representatives invited to network with students during the sponsored lunch
- Name & logo on the Bootcamp web page on the HSM website
- Name & logo on the inside front cover of the Bootcamp course manual
- Opportunity to provide giveaway items & brochures to students
- Corporate branding (banners, etc.) throughout the week

* There are only three spots available

- Help welcome students on first day of Bootcamp Course
- Evening dinner (casual dinner, linens, disposables)
- Representatives invited to network with students during the sponsored dinner
- Name & logo on the Bootcamp web page on the HSM website
- Name & logo on the inside front cover of the Bootcamp course manual
- Opportunity to provide giveaway items & brochures to students
- Corporate branding (banners, etc.) throughout the week

* There is only one spot available

- Sponsor coffee & tea for students during the week
- Name & logo on the Bootcamp web page on the HSM website
- Name & logo on the inside front cover of the Bootcamp course manual
- Opportunity to provide brochures and giveaway items to students
- Corporate branding (banners, etc.) throughout the week