

Dear Colleagues,

We hope that you decide to participate in the Region 1 2024 conference's student case competition. This case can be incorporated into your course curriculum be it an accounting, strategy, marketing, or general business course as this topic covers all key aspects seen in these types of classes.

The case is entitled, "Boston Telecare Disruption and Strategy in the Home Healthcare Industry". This case discusses the telehealth industry with an eye towards the cost management/cost accounting considering surrounding various product introductions. A link to the case overview can be found on the Institution for Management Accountants (IMA) web site:

<https://www.imanet.org/en/About-IMA/Professional-Publications-and-Reports/IMA-Educational-Case-Journal/IECJ-Listing#q=boston%20telecare&sort=date%20descending>

This case is free to IMA members. The case, which is found in the IMA Case Journal, can also be downloaded from your College/University library site. **Please note that as a faculty you also have access to the case teaching notes.** Please contact the IMA if you wish to purchase the course and teaching notes. If you are having any issues, please contact me.

As a co-author of this case, I can offer guidance and answer any pedagogical questions that you may have.

Please see the attached documents detailing the rules of the competition and the rubric that will be used to evaluate the student team presentations. The attached documents provide important case competition rules and guidance along with reimbursement options.

Please register for the case competition by Friday, October 11, 2024.

Again, we on the Region 1 conference planning committee hope that you decide to participate in this case challenge be it online or in person.

Thank you,

Jackie.