

ALSALUS: Mobilising health equity using a public-private partnership for development

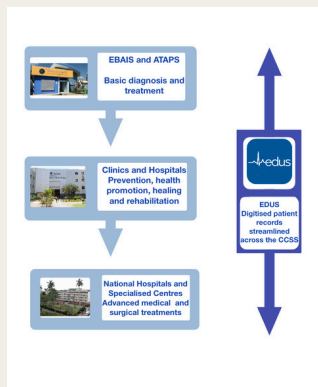
PROJECT OUTLINE

Created a case study based on ALSALUS - a mobile mammography unit in Costa Rica - for use at INCAE business school in their CAHI Jeffe leadership programme training future healthcare leaders in sustainable development.



TASKS

- Interview stakeholders involved in the public-private partnership (in Spanish!)
- Curate an informative yet engaging narrative about the challenges in the case
- Accurately present the value and obstacles in public-private partnerships, use of AI in healthcare, and healthcare equity.



An example of an infographic created to support the case, covering Costa Rica's healthcare empannelment system

SIGNIFICANCE

Breast cancer is an increasingly prevalent problem in Costa Rica due to the nascent ageing population, wide rural-urban disparities and changing lifestyle habits.

These challenges contribute to other healthcare challenges in the country and Latin American region.

Creation of a teaching case study resource for the business school based on a successful intervention will educate and empower CAHI fellows as they design innovative solutions to these sustainable development challenges.

CONNECTION TO SDGs

SDG 3 - Good Health and Well-being; the case supports the education of future healthcare innovators in Latin America.

SDG 5 - Gender equality; SDG 10 - Reduced Inequalities; ALSALUS works to improve healthcare for two historically underserved populations, women and rural areas.

SDG 17 - Partnership for the Goals; the case teaches students about the value public-private partnerships have when tackling healthcare development, and how they can be incorporated sustainably.

OUTPUTS

Throughout my time at INCAE I have produced a teaching case study and an accompanying teaching note to guide the professor when teaching this case. These will be published in the Harvard Business Review to widen access and impact.

THANK YOU!

- To all my colleagues at INCAE, especially J. Ignacio Sanchez and Prof Andrea Prado, for their friendly and professional support throughout my time here.
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