

## 2024 COMPETITION RULES

### 1. Eligibility.

- (a) Students enrolled and taking classes part-time or full-time in an accredited Master of Science, Master of Arts, Master of Information Systems, Master of Public Health, Master of Business Administration program, or other similar master's programs that educate students in business, health care, or analytics at an educational institution based in the United States are eligible to enter.
- (b) Students must be currently enrolled and taking classes and must not have graduated from the qualifying program at the time of the final round of case competition presentations.
- (c) In addition, students must also be physically located in the US from the date of team registration to the final presentations, excluding personal short-term travel of fewer than two (2) weeks. Employees of Humana Inc. are not eligible to participate.

### 2. Teams. Teams must be made up of two to four (2-4) participants from the same school. Although multiple teams from the same school may enter the competition, a student may not be on more than one team. If a participant is unable to, or chooses not to, complete the competition, a substitution is permitted only if the data set has not yet been released to the teams. If the team falls below the two-person minimum due to a member leaving, the team is no longer eligible to compete. For teams to be eligible, teams must submit each team member's name, student email address, and telephone number. Each team member must sign a Non-Disclosure Agreement (NDA), and these must be uploaded to the website by the registration deadline listed in the timeline. By registering the team agrees to adhere to all rules laid forth by the Sponsor and Organizer of this competition.

### 3. Resources and Ethics Statement. The case competition business topic is designed to be ambiguous; such that it mimics real-world business problems, not thoroughly defined. Students are encouraged to do their own research to educate themselves about healthcare, in general, the specific topic of interest, etc. However, coaching and mentoring from outside sources, other than your registered teammates, is not allowed. These outside sources include but are not limited to, university faculty, university teaching assistants, university staff, students not on your team, or other professional consultants in related fields. By way of illustration only and without limitation, coaching and mentoring from outside sources could include providing direction to resources, providing direct feedback on submissions or presentation content, and discussing substantive issues or subject matter. Examples of what may not be considered coaching/mentoring could include helping teams monitor deadlines, ensuring that each team member is contributing to the work product, and generally promoting the competition to students to participate. By registering for the Humana-Mays Case Competition, each team acknowledges that they will participate with academic honesty and intellectual integrity. Failure to do so will result in the entire team's disqualification.

4. Key Dates.

DATES	EVENTS
August 1, 2024	<b>Informational Call Registration Opens</b> – Join the kick-off call to find out more details about this year’s competition: business issue, data overview, key dates, etc.
September 18, 2024	<b>Virtual Informational Call - 4:00 p.m. CT</b> (Informational Call will be recorded and posted within 3 business days on the competition website – <a href="http://www.mays.tamu.edu/humana-tamu-analytics">www.mays.tamu.edu/humana-tamu-analytics</a> )
August 1 - September 27, 2024	<b>Team Registration Open</b> – To be verified, ALL team members must be registered and have signed Non-Disclosure Agreements submitted no later than 11:59 p.m. CT on September 27 <sup>th</sup> .  Competition data will be distributed to <b>registered</b> and <b>verified</b> teams starting after the 9/18 Informational Call and ending after the registration deadline of 9/27. (Typically, data will be available no more than 48 hours after registration & verification)
October 1, 2024	<b>Virtual Q&amp;A Workshop - 4:00 p.m. CT</b> Question and Answer session with Humana data specialists. (Workshop will be recorded and posted within 3 business days on the competition website)
September 30 – October 4, 2024 October 7 - 10, 2024	<b>Leaderboard</b> – Holdout files are electronically submitted via the competition website. Files submitted by 11:00 a.m. CT will be processed, and results posted no later than 7:00 p.m. CT of the same day. 1 submission per team, per day.
October 11, 2024	<b>Round One Final Submission Deadline</b> – Files are due by 5:00 p.m. CT and the top 50 teams progressing to Round Two will be posted no later than 11:59 p.m CT on the competition website.
October 20, 2024	<b>Round Two Write-Up Submission Deadline</b> - electronically submitted by 11:59 p.m. CT via submission button on the competition website.
November 1, 2024	<b>Top 5 Finalists advancing to Finals</b> - announced via competition website at approximately 7:00 p.m. CT
November 6, 2024	<b>Presenters Availability Verification</b> – Presenters must verify their availability to participate virtually (see Round Three requirements below).
November 12, 2024	<b>Finalist Presentation Overview Meeting</b> – time will be announced once finalists have been announced

<b>November 13, 2024</b>	<b>Final Presentation Submission Deadline</b> - electronically submitted by 5:00 p.m. CT via submission button on the competition website
<b>November 14, 2024</b>	<b>Finals Presentations</b> - Opening Ceremony (details to be provided once presentation schedule has been determined).
<b>November 14, 2024</b>	<b>Winners announced</b> at Awards Presentation
<b>December 15, 2024</b> (Approximate date)	<b>Prizes awarded</b> to winning teams

5. Judging. Entries will be judged in three (3) rounds.

### ***ROUND ONE***

This round is a simple quantitative evaluation of a team’s solution based on its ability to accurately predict the specific business issue and provide a ‘fair’ (i.e., equal opportunity) solution.

- Submissions will be evaluated using a holdout file where the team provides a predicted score and comparing their predicted score to the known result, held by Humana.
  - Accuracy will be measured using the observed ROC curve and AUC metric
  - Fairness will be measured using the observed Disparity score based on RACE and SEX
- The top 50 solutions based on accuracy & fairness solutions will advance to Round Two. If there is a tie for the 50th spot, all teams tying for that position will advance. After the advancing teams are announced, no other teams will advance, even if one or more advancing teams drops out or is deemed ineligible.
- A mid-cycle leaderboard will be available to allow teams – prior to the submission deadline – to see how the performance metrics associated with their model stack up against other teams in the competition. Once the final submission date has passed; the highest performance metric for each team will be used to determine the Top 50 Teams advancing to Round 2 of the competition.
  - Leaderboard benefits:
    - Based on a team’s performance, they will have the opportunity to go back and continue to refine/hone their model until they are comfortable based on their relative placement.
    - The leaderboard serves as an opportunity for teams to quality check their validation file submission to ensure it meets the stated requirements.
  - Participating teams are not required to participate in the leaderboard.
  - Teams may submit multiple times to the leaderboard during the two weeks offered. However, teams may only submit one file each day.
- For the team’s final submission it must be in .csv with ID, Score, and Rank fields in the file.

### ***ROUND TWO***

Each team will submit a word document establishing key performance indicators aligned to business needs, depth and description of quantitative analysis resulting in actionable business insights, and provide meaningful implications and recommendations based on results/insights.

- Multiple judges will review each of the submissions from Round Two, based on the entirety of the solution: approach, analytics, insights, recommendations, and actionability. Judging will be conducted by multiple subject matter experts made up of Data Science professionals from Humana and PhD candidates from Texas A&M.
- Each of the Top 50 Round Two submissions will be read and evaluated by a panel of five judges.
- The scores of judging panels will be analyzed and combined to create a composite score for each submission.

The rubric and weighting associated with each category are as follows:

- 20% – Establishing key performance indicators aligned to business needs
- 30% – Depth and description of quantitative analysis resulting in actionable business insights
- 50% – Ability to provide meaningful implications and recommendations based on results/insights

The five (5) teams with the highest composite scores in Round Two will be deemed finalists and move on to Round Three.

In the event of a tie in Round Two, the team with the highest score in the third category (“Ability to provide meaningful implications and recommendations based on results/insights”) will advance. If the teams are still tied, the team with the highest score awarded by Humana judges will advance. If the teams are still tied, the judges will select the team deemed to have submitted the better overall entry, and that team will advance.

If an advancing Round One team does not submit a Round Two submission by the due date and time they will be disqualified from the competition.

### ***ROUND THREE***

The final round of judging will build on previous rounds by demonstrating the solution’s ease of understanding, impact to the business, and viability with regard to implementation.

A panel of executives will listen and evaluate final presentations given by the finalists. The judges will evaluate each presentation using the following criteria:

- 10% - Clear understanding of the business challenge
- 30% - Summary of approach and resulting business insights
- 40% - So What? How will this solution help improve/impact the business?
- 20% - Presentation effectiveness: professionalism, clarity of message, visualizations, and ability to answer questions.

Following the final presentations, judges will score the entries, and will meet in private to discuss and debate their initial scores. The judges will convene until they agree upon the placement of the five (5) finalist teams based on their final scores. The team with the highest score will be the First

Place Winner; the team with the second highest score will be the Second Place Winner; the team with the third highest score will be the Third Place Winner; the team with the fourth highest score will be the Fourth Place Winner; and the team with the fifth highest score will be the Fifth Place Winner.

6. To be eligible for Round Three, at least one (1) member of a two-person team and at least two (2) members of a three- or four-person team must present virtually. If a potential finalist team fails to meet this requirement, the team will be disqualified unless Sponsor determines that the failure is due to an unforeseen, documented, and excusable medical occurrence, in which case the team may proceed without the required number of in person participants.

Additional information:

- Final presentations will be held virtually via Zoom Events.
- Each team may use up to 30 minutes to present and will need to allocate the time for presentation and Q&A at their own discretion.
- Students should wear business attire for presentations.
- Every student who is virtually present during the final presentations on a team must take an active role in the presentation.
- Teams should submit their final presentation to the Event organizers by 5pm CT the evening prior to the final competition.

7. Prizes. Cash prizes will be awarded as follows:

- First Place \$50,000
- Second Place \$20,000
- Third Place \$10,000
- Fourth Place \$5,000
- Fifth Place \$5,000

Prizes will be awarded in the form of checks or electronic transfer, and the prize amounts will be divided evenly among team members; where it is not possible to divide the amount exactly equally for a four-person team, the team will instruct Sponsor as to which amounts will go to which team members. Should any finalist team be deemed ineligible or fail to complete the competition, the Fifth-Place prize award will be allocated proportionally to the other four winning teams.

8. Releases.

- Sponsor/Organizer are not responsible for late, lost, misdirected, corrupted, mislabeled, or unintelligible entries, or incorrect contact information for any team member, in any round, including entries or notifications not received because of interrupted or unavailable network servers, failed communications networks or equipment, computer hardware or software, or other errors or malfunctions whether human, mechanical, or electronic.
- Any team suspected of tampering with or disrupting any aspect of the competition will be disqualified.
- All decisions of Sponsor/Organizer are final.

Teams and team members, by participating in the competition

- (i) agree to be bound by these Official Competition Rules

- (ii) agree to release, indemnify, and hold Sponsor and Organizer, their affiliates, parents, subsidiaries, divisions, and all their officers, directors, employees, and agents (the "Released Entities") harmless from any and all claims, liabilities, losses, and damages of any kind arising in whole or in part, directly or indirectly, from team/team members' participation in the competition.
- (iii) agree that the Released Entities may use team and team members' name and likeness for the purpose of promoting and publicizing the competition and future competitions.
- (iv) agree that Sponsor may contact them for recruiting purposes (with the right to opt out of further email contact)
- (v) agree that their presentation may be recorded and used by Sponsor and Texas A&M University for internal purposes and for recruiting.
- (vi) agree that any dispute or claim will be resolved individually and without resort to class action.

9. The Sponsor of the competition is Humana Inc., 500 West Main Street, Louisville, Kentucky 40202.

10. The Organizer of the competition is Texas A&M University, Mays Business School, 6000 TAMU, College Station, Texas 77843.