



Engage STAR to Solve Your Business Challenges in Healthcare

Are you looking for new ideas to improve patient experience and engagement? Are you looking for higher NPS Scores that reflect customer satisfaction? Are you evaluating a new market or considering new revenue opportunities? As a healthcare provider, payer or pharmaceutical company, you may benefit from an objective perspective around a business challenge.

UNC Kenan-Flagler's STAR (Student Teams Achieving Results) is an action-based learning program for MBA and undergraduate business students. STAR engages student project teams who are guided by an experienced faculty advisor to address real business challenges for real companies. For STAR healthcare projects, teams may also include students from UNC School of Medicine, UNC Eshelman School of Pharmacy, or UNC Gillings School of Global Public Health.

Since 2006, STAR has trained over 2,100 students in effective and efficient problem-solving methods in over 350 projects.

3 ways to engage with our students

STAR
USA

STAR USA includes corporate partners with a domestic business challenge - companies are located in North Carolina, the U.S. or with a global reach.

STAR
VIRTUAL

STAR Virtual allows corporate partners and students to be located anywhere.

STAR
GLOBAL

STAR Global provides opportunities for multinational or global organizations to engage students on a global business challenge or opportunity. STAR Global teams consist of students who conduct the research on campus but also spend two weeks in a foreign country to conduct additional research and to make the final presentation.

Corporate Partner Benefits

A partnership with STAR offers corporate partners business insights based on the latest research developed by exceptional students. The project results in a set of evidence-based, innovative and actionable recommendations. STAR enables corporate partners to:

- ★ Engage with a team of six comprised of MBAs, undergraduates and an experienced faculty advisor.
- ★ Address a real business challenge at a fraction of the cost of comparable consulting firm services.
- ★ Experience ongoing learning for your employees by their exposure to consulting best practices.

STAR

For more information contact:

Karin Cochran - STAR Co-Director and Professor, UNC Kenan-Flagler Business School
Email Karin_Cochran@kenan-flagler.unc.edu
Phone 919.962.8840

Nick Didow - STAR Co-director and Professor, UNC Kenan-Flagler Business School
Email nick_didow@unc.edu
Phone 919.962.3189

General Inquiries: star@unc.edu

Examples of Previous STAR Corporate Partners



“ Each member of the team was vested in their individual segments and demonstrated strong synchrony as a team. I would highly recommend this program to anyone who considers it. ”

– Kevin Reeves, Chimerix



“ We started with broad outlines for an ambitious new project, and the STAR Global team was very helpful in defining and refining the potential scope and costs. We would not have been able to assemble the breadth of information they were able to pull together on our own, and we are very happy with the professional output. The team was clearly highly motivated and dedicated to the project. ”

– Harmony Chi, UTH Zambia



“ The STAR experience has proven to be the most actionable student project team ever given the depth and breadth of students involved and their thorough analysis using various research and business consulting techniques. Thank you! ”

– Teri Kaslow, Optum