



# The Critical Challenge Project

## WHAT IS IT?

The Critical Challenge Project (CCP) is an independent project that spans the duration of the [Master's in Healthcare Leadership program](#). Upon applying to the program, each student identifies a critical healthcare challenge — relating to their organization or a personal interest. Throughout the program, each student works collaboratively with a variety of people including their peers, professional colleagues, faculty, advisors and chairs integrating various perspectives across healthcare sectors to develop possible solutions to their challenge.



*“The Critical Challenge Project provided an organized and systematic way for you to transmit information into a practical product.”*

— MICHAEL CRAWFORD '19

## HOW DO STUDENTS DEFINE THEIR CRITICAL CHALLENGE?

- **Relevant** - meaningful to the student's background, interests, current job, future aspirations, and/or organization
- **Consequential** - project is broad enough scope to have an impact on stakeholders across the healthcare industry, including patients, providers, and payers
- **Realistic** - feasible and viable set of steps and expectations within the 16-month program (the overarching challenge does not need to be resolved within the program, but measurable progress toward the defined CCP must be reasonable and appropriate)
- **Measurable** - contains measurable outcomes of success

## WHY IS IT VALUABLE TO EMPLOYERS?

1. **Alignment with Important Strategic Issues** - Employers gain the benefit of dedicated employee effort on issues of key strategic importance to the organization's success. Advisors to the CCP can be Brown Faculty and expert co-advisors may come from the student's organization or elsewhere in the industry. *We recognize the sensitive nature of student work and contributions to their company. We work with students and faculty to preserve confidentiality as needed.*
2. **Employee Development** - Used effectively, employers can leverage the CCP to develop individual talent in the organization. Students gain the skills, tools, and knowledge to grow their career and contribution to their organization.
3. **Access to Brown University Resources and Leadership** - Students have access to a powerful network of resources including faculty, advisors, academic/library resources, and peers across industries to broaden and strengthen their solutions/action plans.
4. **Results** - Students create fully developed actionable plans, addressing real-time industry and organization challenges.