NEJM Catalyst

NEJM Catalyst Case Study Instructions

An NEJM Catalyst case study offers inspiration and practical advice to readers.
The goal of the case study is to show:

▶ How you confronted a challenge.

▶ What you did to address the challenge, and how you did it.

▶ What you learned that can also benefit others.

NEJM Catalyst Case Study Template

Length/Number of words:	2,000 and below.
Audience:	Clinical leaders, executives, and clinicians.
Authorship:	Limit the byline to a maximum of three authors. You may acknowledge other contributors, noting name and title, in a credit line at the end.
References:	We use in-text hyperlinked references. Do not use a references list. Link to any sources that you cite within the body of the text that refers to that citation. See our published case studies for examples.
Summary:	1 – 2 sentences (50 words or so) to appear highlighted at the top of the article.
The Challenge:	The problem you faced.
The Goal:	Big picture of what you were aiming for with the innovation.
The Execution:	What you did and how. Describe specific steps and tasks to achieve the action.
Hurdles:	Explain what hurdles you overcame. Don't gloss over problems that you encountered. Readers will learn as much from where you stumbled as from where you succeeded, so expand on your challenges.
The Team:	Keep this brief — no names, just titles.
Metrics:	Quantify your results. For programs newly under way, note what metrics will be used. Use data to back up your claims.
Where to Start:	How can others get started with a similar initiative at their organizations?
Key Takeaways:	The lessons learned. What did you learn, and what did you/will you do with the results? • Should be understandable at a glance for someone who has not yet read the case. • Can include "the unexpected" or what you didn't think of when you set out.
Visual elements:	If possible, include tables, graphs, flowcharts, etc. in original format.

Thank you for contributing to NEJM Catalyst.