

## Case Study Interviews

A case interview is a special type of interview often conducted by consulting firms. It is a live interactive analysis of a business or organizational question. Case interviews can be used by generalist and healthcare consulting firms like McKinsey, Health Advances, and Putnam Associates to name a few. The interviewer will present you with a problem which you will be expected to develop a solution for. Below are some examples of case interview prompts:

- 1) The demand for organ donations has greatly outpaced the supply in NYC. The health department has hired your consulting firm to help them figure out how to increase organ donations in NYC.
- 2) We have been asked to help our client who has recently merged with a medical software development company. This is the first time they have worked with a medical software company, and are looking to increase their revenue.

The point of a case interview is for the interviewer to assess your ability to understand the different elements of a problem, communicate your analysis and thoughts in a clear fashion, ask relevant questions, and summarize conclusions. Additionally, the interviewer is assessing your ability to stay calm, cool, and collected during the process and how you engage with “the client” which is your interviewer.

For case interviews, you can use the RASCALS (Repeat, Ask, Stop, Construct, Answer, Loosen up, Summarize) acronym which will help you approach working through the case you are presented with.

**R**epeat: Listen to the prompt, paraphrase back what you hear, and make sure you and the interviewer are on the same page about the question at hand.

**A**sk: You may then ask clarifying questions to get more detail on the situation and form a more informed and detailed recommendation.

**S**top: Next, stop and ask the interviewer if you can take a few moments to collect your thoughts. This will allow you to think through your next steps.

**C**onstruct: Take this time to construct your response by thinking through the answers the interviewer provided to your questions, writing down your analysis, drawing pictures, and/or creating charts. While the silence may feel awkward, don't feel the need to rush through this process. It is normal for case interviews to take 20-45 minutes so take your time to organize your response. You may be silent for 5+ minutes stretches during this part of the case, and that's totally fine and expected. Taking this time to think and organize your response will show the interviewer that you are a mature and careful thinker. You can plan to verbalize your response by thinking of each point you want to make as if it were the topic sentence of a paragraph. Give an overview of what you are about to say, then describe it in more detail.

**A**nswer: Answer the question out loud to the interviewer by verbalizing the approach and solution you have created. Your presented solution should flow like a conversation and feel as if you are making a recommendation directly to a client.

**L**oosen up: After you've shared a recommendation, remember to loosen up. Take a deep breath, relax your shoulders, and smile. This will help you show confidence in your answer and enthusiasm for the topic. Also be sure to express interest in feedback from the interviewer on your approach.

**S**ummarize: Summarize the entire case by reminding the interviewer about the prompt you began with, key points from the information they provided in response to your questions, what conclusions you derived from your analysis, and the recommendation you are therefore making.

For a guide on how to navigate a case interview for a healthcare consulting firm, click [here](#). For a comprehensive guide on different frameworks for case interviews questions, click [here](#). Case interview frameworks are tools that will help you structure your response depending on the type of case it is (ex: profit/loss, expanding to a new market, etc.). Case frameworks help you ask the most relevant questions and organize your thoughts into categories so that they are easy to summarize and understand.

## Interested in doing a practice case interview with a Career Coach?

Schedule a 1:1 Career Coaching appointment with the Office of Career Services. [Book an appointment online now!](#)