

Request for Proposals: Million Hearts® Innovation Competition to Prevent Heart Attacks and Strokes



Project Overview

Proposals Due: Tuesday, November 24, 2020

Decisions Announced:

- Semi-finalists: December 14, 2020
- Finalists: January 22, 2021

Project Period: February 2021 - July 2021

Funding: NACHC (Funded by cooperative agreement with the Centers for Disease Control and Prevention (CDC))

Budget: up to \$20,000 per organization

For questions, contact Rita Lewis at rlewis@nachc.org

[Application Link](#)

Learn more about this RFP during the informational webinar on Monday, November 9, 2020 from 2:00-3:00pm EST. [Click here to register](#)

Organization Overview

The National Association of Community Health Centers (NACHC) was founded in 1971 to “promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.”

NACHC:

- Serves as the leading national advocacy organization in support of community-based health centers and the expansion of health care access for the medically underserved and uninsured.
- Conducts research and analysis that informs both the public and private sectors about the work of health centers, their value to the American health care system, and the overall health of the nation's people and communities – both in terms of costs and health care outcomes.
- Provides training, leadership development, and technical assistance to support and strengthen health center operations and governance. Develops alliances and partnerships with the public and private sectors to build stronger and healthier communities.

Background

Heart attacks and strokes are one of the leading causes of death in the United States. Although we have made great strides in improving cardiovascular care, more than 1.5 million people in the U.S. have a heart attack or stroke each year.¹ The financial impact of cardiovascular disease is substantial, as about 1 in 6 health care dollars are spent treating patients with this condition. The overall spending for cardiovascular disease in the United States was as high as \$555 billion in 2016 and is projected to reach \$1.1 trillion by 2035.

NACHC and the CDC are partnered together in a 5-year cooperative agreement to reduce heart attacks and strokes. Current focus has been to implement strategies to reduce undiagnosed hypertension, improve use of statins in high-risk patients, and improve hypertension management and control for African Americans. During Year 3 (2020 – 2021), this initiative is adding an activity to provide funding for potentially more organizations to work with us and to expand the approaches that we are currently working on. This opportunity seeks to uncover innovative strategies, technologies, and processes that will help organizations meet the Million Hearts® 2022 goals.

In an effort to prevent 1 million heart attacks and strokes, [Million Hearts® 2022](#) has outlined strategies and set targets to keep people healthy, optimize care, and improve outcomes for priority populations. The [Million Hearts® 2022 Priorities and Targets](#) contain specific goals focused on the commitment to improve cardiovascular care for all:

Keeping People Healthy Targets

- 20% reduction in daily sodium intake
- 20% reduction in tobacco use
- 20% reduction in physical inactivity

1. Benjamin EJ, Muntner P, Alonso A, et al. [Heart disease and stroke statistics—2019 update: a report from the American Heart Association](#). *Circulation*. 2019;139:e1–e473.

Optimizing Care Targets

- 80% of patients age 18 or older with ischemic vascular disease use aspirin or another antithrombotic as appropriate
- 80% of patients ages 18 to 85 with a diagnosis of high blood pressure have it under control
- 80% of patients who need statin therapy receive it
- 80% of adult tobacco users receive counseling to help them quit
- 70% of eligible patients participate in cardiac rehab

Improve Outcomes for Priority Populations

- Black/African American people with high blood pressure
- People ages 35 to 64
- People who have had a heart attack or stroke
- People with mental and/or substance use disorders who use tobacco

Project Purpose

The NACHC Million Hearts® Innovation Competition seeks to fund organizations with innovative strategies aligned with the Million Hearts® 2022 goals and priority populations. We anticipate funding at least two proposals. Pending budget requests and availability of funds, up to five proposals may be funded. Eligible applicants include health centers, health center look-alikes, primary care associations (PCAs), and health center controlled networks (HCCNs). Applicants must be immediately ready to implement their innovation using the awarded funds. Proposals may encompass initiation, continuation, or expansion of an existing innovation.

Successful applicants will take new approaches, use new technologies, or consider use of new staffing, care delivery, or patient engagement models. The purpose is to fund proposals that demonstrate feasible and impactful approaches to prevent cardiovascular events with the vision that these innovations can be disseminated nationally. Examples of strategies for inspiration that align with advancing progress towards the Million Hearts® goals include those within the [Million Hearts® Hospitals & Health Systems recognition program](#), community-based strategies like those implemented by [Million Hearts® in Municipalities grantees](#), and/or [clinical strategies championed by Million Hearts®](#).

Organizations may submit more than one application for this competition to present additional distinct innovations for consideration.

Selection Process:

Applicants will be selected through a two-part review process.

- **Semi-finalist Round: Written Application.** A team of NACHC and CDC experts will assess application materials, narratives, and supplementary information to select a subset of semi-finalists. The team of experts will assess applications based on the following criteria (see Review Criteria below):
 - Focus on Million Hearts® 2022 Priorities of Keeping People Healthy, Optimizing Care and Improving Outcomes for Priority Populations
 - Design
 - Organization Capability, Capacity, and Supports to Implement Innovation
 - Budget

Scoring in this round will also consider geographic distribution of the applicants and type of Innovation in order to include a variety of proposals in the Finals round.

- **Finals Round: Virtual Presentations.** A selection of semi-finalist applicants will be invited to pitch their idea directly to the judges in a “Shark Tank” like format, with the applicant selling their idea, and the judges asking probing questions to help understand the feasibility and potential impact of implementing the strategy.
 - **Semi-finalist Notifications:** Monday, December 14, 2020
 - **Semi-finalists Virtual Presentations:** Monday, January 11-19, 2021
 - **Finalist Award Notification:** Friday, January 22, 2021

Participant Requirements

- Organizations must:
 - Be one of the following:
 - Health center
 - Health center look-alike
 - Primary care association (PCA)
 - Health center controlled network (HCCN)
 - Have support of leadership to dedicate staff, resources, and time toward the innovation
 - Be able to participate in a video conference pitch in January 2021
 - Complete the implementation pilot and demonstrate results during the 5-month pilot period of February to July 2021
 - Be in good standing with HRSA, free from convictions or pending investigations of criminal and health care fraud offenses, and free from serious sanctions.

Information Requested

1. Proposals must be submitted using NACHC’s web-based application portal by Tuesday, November 24, 2020 by 11:59pm EST. Please click on [this link to the online form](#) to apply.
2. Proposals must be complete and in order to be considered.
3. Proposals must contain the following information:
 - a. Organization information
 - b. Point of contact for submission
 - c. Written narrative in 1,000 words or less with the following content:
 - i. Innovation description
 - ii. The [Million Hearts® 2022 Priorities and Targets](#) addressed by the innovation
 - iii. Setting (health center, pharmacy, community-organization, community space, patient home, etc.)
 - iv. Any technology, materials, equipment, training, or human resources needed
 - v. Case for feasibility (including practicality, time to implement, cost, acceptability, and accessibility)
 - vi. Demonstrates ability to implement and test innovation, sufficient staffing and resources to implement, along with leadership support
 - vii. Expected impact based on the [Million Hearts® 2022 priorities of keeping people healthy, optimizing care and improving outcomes for priority populations](#)
4. Attach up to 4 supplemental materials (optional). These may include short videos, materials, or pictures that help illuminate the proposed innovation.

Review Criteria

Selection Domain	Application Selection Criteria	Points
Expected Impact on Million Hearts® 2022 Goals	<ul style="list-style-type: none"> • Focus on at least one Million Hearts® 2022 goal and/or priority population • Demonstrate that proposed strategy will be effective in impacting at least one of the Million Hearts® goals 	35
Design	<ul style="list-style-type: none"> • Feasibility of the innovation (including practicality, time to implement, cost, acceptability and accessibility) • Technology, materials, equipment, training, or human resources needed 	35
Organization Capability, Capacity and Supports	<ul style="list-style-type: none"> • Clearly demonstrates ability to implement and test innovation • Sufficient staffing and resources to implement • Organization leadership support and engagement 	15

Selection Domain	Application Selection Criteria	Points
Budget and Budget Narrative	<ul style="list-style-type: none"> • Up to \$20,000 • Budget and budget narrative are reasonable, within budget specifications, and consistent with market pricing for the work 	15

****Winners of the Semi-finalist round will receive further instructions on the virtual presentations. The judging criteria in the Finalist round will follow the review criteria provided above. ****