HRSA Office of Rural Health Policy
Funding Opportunity

Review of Rural Health Network Development Planning Program

Tuesday, December 3, 2013
9:00 – 10:00 am

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Sponsored by: Arizona State Office of Rural Health Program | Arizona Rural Hospital Flexibility Program
Agenda/Objectives

• Review the purpose/focus of ORHP’s RHNDPP grant opportunity
• Outline the core requirements needed for the proposal
• Identify specific tips in writing a winning application
• Questions
• Provide upcoming webinar series schedule
Purpose: Assist in the development of an integrated healthcare network with no prior history of collaborative efforts

- Achieve efficiencies
- Expand access to, coordinate, and improve the quality of essential healthcare services
- Strengthen the rural healthcare system as a whole either regionally or locally

Duration/Funds: 1 year effort with up to $85,000 for up to 15 grantees

Eligibility:

- Located in a rural county or eligible rural census track
- Public/Non-Profit entities, Faith-Based, Tribal, and Community Organizations
- Consortium with at least two additional organizations (rural, urban, non-profit, for-profit)
- Three or more health care providers

Application Due Date: Thursday, January 16, 2014
Specific Targeted Aims

Aim #1: Achieve efficiencies

Network to identify ways to achieve better “system” efficiencies and “improve” regional and/or local rural healthcare services.

- Examples of Planning Activities
  - Conduct community health and/or provider needs assessment(s)
  - Conduct a Health Information Technology (HIT) readiness assessment
Specific Targeted Aims

Aim #2: Expand access to, coordinate and improve the quality of essential healthcare services

Focus on building capacity and a network infrastructure so member organizations can increase access and coordinate care.

- Examples of Planning Activities
  - Developing a network business and/or operational plan
  - Developing a network strategic plan that establishes priority areas, goals, & objectives
  - Identifying/assessing readiness to integrate functions, share clinical and/or administrative resources
Specific Targeted Aims

Aim #3: Strengthen the rural healthcare system as a whole

Network members focus on enhancing community and partner relationships to promote involvement and participation in network planning activities.

- **Examples of Planning Activities**
  - Identify ways to encourage cross-organizational collaboration and leadership commitment
  - Assess network’s sustainability and viability
  - Identify opportunities to address regional and/or local population health needs
  - Identify and establish ways to obtain regional and/or local community support/buy-in in developing the network
Required Framework for the Project Narrative

- **INTRODUCTION**
  - Describe purpose of project
  - Summarize project goals, expected outcomes, and the specific aim(s)
  - Describe planning activities to build network infrastructure

- **NEEDS ASSESSMENT (4 sections)**
  - Outline needs of community and how network will address those needs
  - Describe target population, its unmet needs, etc. using demographic data
  - Describe need for creating a network
  - Describe health care service environment
  - Demonstrate why federal funds are appropriate
  - Identify potential barriers and challenges including suggested solutions
Required Framework for the Project Narrative

- METHODOLOGY (7 sections)
  - Describe methods to be used to address needs and meet program requirements/expectations
  - Explain increased access to quality care
  - Identify the proposed ‘Aim(s)” including proposed goals and objectives
  - Indicate how network members were identified for inclusion, expertise, and desired working relationship
  - Explain expected outcomes
  - Include a plan for project sustainability and its presence in the community
  - Describe how communication will flow between network members and ways to resolve issues

- WORK PLAN (1 section)
  - Describe work plan in accordance with established goals and objectives
  - Utilize a matrix with the headings – goals, strategies, activities, measurable process and outcome measures
  - Include the timeline and individual/organization responsible for each activity

- RESOLUTION OF CHALLENGES (2 sections)
  - Describe challenges to design/implement activities
  - Include approaches to be used to resolve identified challenges
EVALUATION AND TECHNICAL SUPPORT CAPACITY (3 sections)
- Approach used to track, measure, and evaluate grant-funded goals
- Explain process for collecting and analyzing data supporting project goals; identify the evaluator
- Discuss QA/QI approaches that will support early detection of ineffective strategies

ORGANIZATIONAL INFORMATION (7 sections)
- Overview of lead applicant organization (mission, structure, primary activities, management capabilities)
- Indicate status of a network director (preference to name that person before grant funds are received; if interim, discuss process and timeline for hiring)
- Budget at least one full time staff person
- Develop table on each network member (organization name, address, contact person, current role in community, EIN)
- Include letters of support from each network member
- Provide an organizational chart depicting the relationship between network members and network governing board
- Describe relationship of the network with the community/region it serves

ATTACHMENTS (12 REQUIRED)
Listing and Order of the Required Attachments

- Attachment 1: Proof of Non-Profit Status
- Attachment 2: Letter from Urban Parent Organization
- Attachment 3: Previous Grants
- Attachment 4: Required Documentation from State Office of Rural Health or other Government Entity
- Attachment 5: Areas of Impact
- Attachment 6: Map of Service Area
- Attachment 7: Work Plan
- Attachment 8: Staffing Plan/Job Descriptions for Key Personnel
- Attachment 9: Biographical Sketches of Key Personnel
- Attachment 10: Network Organizational Chart and Network Member Organization
- Attachment 11: Letters of Commitment
- Attachment 12: Request for a Funding Preference
Other Items of Importance

- **Funding Preferences Must Be Explicit (Attachment 12)**
  - FP #1: Health Professional Shortage Area (HPSA) – must include a screenshot or printout from the HRSA Shortage Designation Website
    
    http://datawarehouse.hrsa.gov/GeoAdvisor/ShortageDesignationAdvisor.aspx

  - FP #2: Medically Underserved Community/Populations (MUC/MUPs) – must include a screenshot or printout from the HRSA Shortage Designation Website (see link above)

  - FP #3: Focus on primary care, and wellness and prevention strategies

- Only up to 5% of federal grant funds can be used for equipment
# Proposal Scoring

## Review Criterion

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Allocated Points</th>
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<tbody>
<tr>
<td>#1 - NEED (Introduction &amp; Needs Assessment)</td>
<td>✓ 20 points</td>
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<tr>
<td>#2 – RESPONSE (Methodology, Work Plan &amp; Resolution of Challenges)</td>
<td>✓ 25 points</td>
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<td>#3 – EVALUATIVE MEASURES (Evaluation &amp; Technical Support Capacity)</td>
<td>✓ 15 points</td>
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<td>#4 – IMPACT (Work Plan)</td>
<td>✓ 15 points</td>
</tr>
<tr>
<td>#5 – RESOURCES/CAPABILITIES (Organizational Information)</td>
<td>✓ 15 points</td>
</tr>
<tr>
<td>#6 – SUPPORT REQUESTED (Budget, Budget Justification, and Personnel Time))</td>
<td>✓ 10 points</td>
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Tips for Successful Proposals

- Read grant program guidance several times; make sure all on the proposal team have read the guidance.

- Plan for the time necessary for the lead applicant AND partner organizations to approve the final work plan, budget, etc.

- Understand that the reviewer is the advocate for the proposal – make it easy and build enthusiasm.

- Ensure readability
  - Easy to follow; well-organized (use the headings in the guidance, and sub-headings as necessary)
  - Check grammar and spelling
  - Place maps, charts, diagrams, etc., where requested; use clear and readable images.
Tips for Successful Proposals

- Don’t leave anything out – if not relevant, include the item and note that it is not applicable and why.
  - If you know there is a weakness in the proposal, address it. Do not ignore it; this is expected and can be addressed in an “anticipated challenges” section (or similar).

- Allow time to read the PROPOSAL multiple times as well give to others to read.
  - Note: CRH can review proposals but need 3-4 days turnaround time

- Seek technical assistance from CRH, others.
HRSA Web Portal to Access TA Resources

Website link  http://www.hrsa.gov/grants/apply/index.html

• What it contains:
  – Slide Presentations
  – Recorded Webinars
  – Information about HRSA funding opportunities
  – How to register using various systems to submit a grant application, including grants.gov
  – Tips for writing a strong application
  – Explanation of the HRSA application review process (link to become a grant reviewer – http://www.hrsa.gov/grants/reviewers/index.html)
Key Websites

- HRSA:  www.hrsa.gov

- Office of Rural Health Policy: www.ruralhealth.hrsa.gov

- Technical Assistance:
  http://www.hrsa.gov/grants/apply/index.html

- Rural Eligibility:
  http://datawarehouse.hrsa.gov/RuralAdvisor/RuralHealthAdvisor.as

- Abstracts of Previous Network Planning Grant Recipients, visit “Find Grantees” at
  http://www.hrsa.gov/ruralhealth/about/community/rhnetworkplanning.html
Discussion/Questions

➢ What challenges do you foresee in responding to this funding opportunity?

➢ What type of TA support might you need from the CRH?
FY 2015 Upcoming CRH Grant Opportunity Webinars

- ORHP’s Rural Health Care Services Outreach Program, Funding Announcement estimated to be Fall 2014
Arizona State Office of Rural Health staff:

• Lynda Bergsma  lbergsma@email.arizona.edu  520.626.2401
• Jennifer Peters  petersjs@email.arizona.edu  520.626.5837
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http://crh.arizona.edu/events

Thank you!

12/3/13