Healthcare Funding Forecasting:
The “in” on funding trends
and future health care related grant opportunities

November 13th, 2013
1:00PM EST
Questions: Please use the Q&A pod located at the bottom of your screen.

Audio: Participants can choose to use the microphone and speaker capabilities through their computer or phone. Please call into the telephone conference line if you’d like to use the audio through your phone.
+(877) 273-4202; Access Code: 4705008

Audio problems: Please email ynagashima@hanoverresearch.com or call 202-350-4681.

Recording: All webinar registrants will be emailed a link to access the recorded webinar and additional materials.
Background on Hanover Research

Global research and grant development firm headquartered in Washington, DC

We provide solutions to:

- Higher Education
- K-12
- Healthcare Organizations
- Hospitals
- Municipalities
- Non-profits
Our full-cycle proposal development solutions were developed to enable increased competitiveness and results for our partners. They include:

- **Capacity Building and Pre-Proposal**
  - RFP analysis
  - Relationship building strategies
  - Grants calendar for specific grant makers
  - Funder overview/analysis
  - Funding prospect research
  - Grants capabilities assessment survey and analysis
  - Grantseeking strategy memo

- **Proposal Development**
  - Mission critical proposal review
  - LOI production
  - Comprehensive proposal review/critique
  - Concept paper development
  - Program/research design consulting
  - Proposal rewriting
  - Foundation proposal production
  - Federal proposal production

- **Post Award**
  - Foundation grant outcomes reporting
  - Multiyear comparative data analysis
  - Grant application renewal review
  - Proposal rewriting and resubmission
  - Quantitative and qualitative program evaluation
  - Grant evaluation
After attending Hanover’s Health Care Forecasting webinar, audience members will have the ability to:

- **Identify Federal and private sources of grant funding** for health care delivery and research
- **Recognize trends** and **monitor agenda-setting organizations** to forecast health care funding
- **Position their institution to be “in the know”** to forecast specific opportunities
- **Describe the impact of Federal budget negotiations and health reform** on health care funding
- **Identify upcoming funding opportunities** from several high profile foundations and federal agencies
Sarah Ott, M.S., ten years of grant writing experience. Prior to coming to Hanover, she worked at two large academic health sciences centers (WVU, UTHSCSA), working in interdisciplinary community-health-related centers with faculty and physicians from many different specialties. Sarah has the most grant writing experience in the post-secondary education and health and human services arenas. She has predominantly written grants for the following funding agencies: NIH (R21, R01, R37, U54), HRSA (R40), CDC, AHRQ, and U.S. Department of Education funding opportunities. Sarah has secured over $16.7M grant dollars.

sott@hanoverresearch.com
Teresa Wilke, M.B.A., has over 15 years of experience in program design, project management and strategic communications, including 10 years of experience developing grant proposals and grant seeking strategies for universities and hospitals. Teresa has worked in several federal agencies and executive departments, including the White House, HUD, EPA, and the EEO Commission. She has also been a director of sponsored programs at a large regional public university and coordinator of an NIH-funded research center. She has secured over $9.8M in new grants for nursing and science education, laboratory and health facility renovations, health literacy, patient support and rural health projects.

twilke@hanoverresearch.com
Sources of Grant Funding for Healthcare

Agencies Of The Federal Government

Philanthropic Foundations

Corporate Foundations

- National Institutes of Health
- CMS
- IHRQ
- CDC
- PCORI
- HRSA
- Commonwealth Fund
- Kresge Foundation
- Bill and Melinda Gates Foundation
- Robert Wood Johnson Foundation
- BAyer
- Pfizer
- CVS Caremark
Influence of Agenda Setting Research

- Research
  - Gaps in Knowledge
  - Further Research
  - Pilot Funds

- Government
  - Legislation
  - Agency Regulations
  - Promising Strategies

- Practice
  - Protocols
  - Professional Best Practices
  - “Innovation”

Healthcare Funding Forecasting
Thought Leaders Influence Grant Funds

Research Community

Congressional Appropriators

President / Executive Agency Leadership

Foundation Grant Opportunities

Federal Grant Opportunities

Healthcare Funding Forecasting
How to Stay “In the Know”
Technology
How to Stay “In the Know”
Traditional

**Funding Agency Websites**
- HHS Grants Forecast
- HRSA, CDC, IHS, SAMHSA, OPHS, NIH

**Informal Communications**
- Blogs
- Presentations

**Industry Associations & Professional Networks**
- Newsfeeds
- Conferences
- Listserv

**Government Relations**
- Legislation
- Think Tanks
Patient Protection and Affordable Care Act (ACA)

**ACA GOALS**
- EXPAND COVERAGE
- CONTROL HEALTH CARE COSTS
- IMPROVE HEALTH CARE DELIVERY SYSTEM

- Emphasize Care Transitions and Care Coordination Across Delivery Settings
- Support Technology-Assisted Communication and Decision Making
- Foster Better Management of Chronic and Mult-Morbid Conditions
- Improve Health Care access
- Drive People Into the Health System in Predictable Ways
- Promote Community and Workplace Wellness and Preventive Care
- Incentivize Providers to Improve Efficiency and Control Costs
Federal Budget Status

- Current Continuing Resolution Expires January 15, 2014
- Sequestration Currently in Effect (CR Funds at FY2013 Level)
- Budget Conference Committee tasked with creating a longer-term budget agreement by December 13, 2013

**Sequestration Cuts to Health Agencies**

- Medicare ($11B)
- National Institutes of Health ($2.5B)
- Health Resources and Services Administration ($605M)
- Centers for Disease Control & Prevention ($490M)
- Substance Abuse and Mental Health Administration ($275M)
- State Funds for Insurance Exchanges ($66M)
- Prevention and Public Health Trust Fund ($78M)

*Source: Petrie-Flom Center, Harvard Law School*
1. Better Care

2. Healthy People/Healthy Communities

3. Affordable Care
System Focused Trends

**IT Infrastructure**
- Point of care decision making
- Predictive models
- Telemedicine

**Communication and Care Coordination**
- Across care sites
- Across providers
- Mobile Health

**Efficient Care Delivery**
- ED
- Urgent Care

**Training/Workforce Development**
- Interprofessional Teams
- PCMH
Community Focused Trends

Preventative Care
- Existing community supports

Healthy Community
- Building healthy environments
- Healthy is the easy choice

Communication and Care Coordination
- Into the home
- Mobile health
2011 Foundation Giving

- U.S. foundations distributed $49 Billion.
- The top 1 percent of recipients captured half of grant dollars.
- Over 56,000 unique organizations received foundation grants.
- The median grant amount was $28,462.
- The dominant issue focus was **health**, representing 28% of total giving ($6.8 Billion).

*Source: Foundation Center’s Key Facts on U.S. Foundations (2013)*

**Key Trend:** Leveraging Assets
The Commonwealth Fund is a private foundation that aims to promote a high performing health care system that achieves better access, improved quality, and greater efficiency, particularly for society's most vulnerable, including low-income people, the uninsured, minority Americans, young children, and elderly adults.

- Health Care Coverage and Access
- Health Care Delivery System Reform
- International Health Policy and Practice Innovations
- Breakthrough Health Care Opportunities

HEALTH FOCUS: The Hearst Foundations assist leading regional hospitals, medical centers and specialized medical institutions providing access to high-quality healthcare for low-income populations... the Foundations also fund programs designed to enhance skills and increase the number of practitioners and educators across roles in healthcare... support for medical research and the development of young investigators is also considered.

- Professional development
- Programs improving access to high-quality healthcare for low-income populations
- Programs developing and providing specialized care for the complex needs of elderly populations
- Programs scaling innovative healthcare delivery systems to provide efficient, coordinated care
- Research, particularly related to finding new cures and treatments for prevalent diseases, such as cancer

How to Apply:  http://www.hearstfdn.org/applying-reporting/how-to-apply/
HEALTH: Our goal is to reduce health disparities by promoting conditions and environments that lead to positive health outcomes for all Americans.

- Seeks to promote the health and well-being of low-income and vulnerable populations through engagement of these communities.
- Preference is for projects that have “wide potential reach and influence.”
- Rather than focusing on behavior change, Kresge prefers “cross-sector, multifield projects” that address environmental and social conditions or policy change.
- Note: The Kresge Foundation does not fund direct clinical services.

Health Program Overview: http://kresge.org/programs/health

Preliminary Application Submitted Online
Requires Proposal Narrative
Feedback Received 10-12 Weeks After Submission
If Approved, Phase Two Submission Required
Through investments in grantees, RWJ seeks to improve the health and health care of all Americans. In 2012 the foundation awarded $359 million in grants in seven program areas.

Program Areas/Priorities
- Childhood obesity- 171 awards totaling $170,313,934
- Coverage for uninsured- 81 awards totalling $52,647,298
- Human Capital/Investing in people to improve health- 382 totalling $210,793,656
- Fostering pioneering ideas- 45 awards totalling $32,423,392
- Improving the public’s health- 218 awards totalling $194,167,075
- Advancing health care quality- 97 awards totalling $74,366,811
- Helping the most vulnerable populations- 128 awards totalling $146,008,525

Projects that RWJF funds
- Service demonstrations
- Gathering and monitoring of health-related statistics
- Public education
- Training and fellowship programs
- Policy analysis
- Health services research
- Technical assistance
- Communications activities
- Evaluations
Bayer is committed to improving patient care and providing valuable information to the medical and broader healthcare community. Bayer Healthcare accepts the following grant requests:

- Healthcare professional education
- Patient advocacy and consumer education programs (e.g., disease-state education and awareness, screenings, camps, etc.)

Pfizer offers support for your independently-run health care quality improvement initiatives through online resources and medical education grants. Pfizer is continuously striving to improve its process with the goal of ensuring regulatory compliance while providing independent grants to support initiatives that accelerate the translation of clinical science into quality patient care. The 2013 Strategic Global Priorities for Healthcare Quality Improvement & Education are: vaccines, oncology, pain & inflammation, infectious disease and women's health.

Through the CVS Caremark Community Grants Program, CVS Caremark provides financial assistance to nonprofit organizations that are providing much-needed access to health care for underserved populations; wellness and prevention programs that are aimed at helping people achieve their best health, including programs in public schools; and health education and awareness programs that are helping people on their path to better health.
Total Funding to HRSA 2013 Grants

- Clinician Recruitment and Service
- Health Professions
- Healthcare Systems
- HIV/AIDS
- Maternal and Child Health
- Primary Health Care
- Rural Health
- Office of the Administrator

Show Total 2013 Grants Funding
Upcoming Competitions

Office of Rural Health Policy
Rural Health Network Planning (Open 11/14; Due 1/14)
Rural Health Services Outreach (Summer/Fall 2014)

Bureau of Health Professions
NEPQR (Open 11/22; Due 1/24)

Primary Health Care
ACA Capital Development* (Open 12/4; Due 3/5)
New Access Points (Open 12/11; Due 1/15)

HIV/AIDS Bureau
System-Level Workforce Capacity Building for Integrating HIV Primary Care in Community Healthcare Settings-Demonstration Sites* (Open 1/16; Due 3/17)

*Competition limited to certain HRSA grantees (e.g., FQHCs).

Source: HHS Forecast and HRSA.gov Website
The Patient-Centered Outcomes Research Institute (PCORI) helps people make informed health care decisions, and improves health care delivery and outcomes, by producing and promoting high integrity, evidence-based information that comes from research guided by patients, caregivers and the broader health care community.

- Most recent cycle of funding had an award rate of 11.8%
- PCORI review committees include scientists, patients and stakeholders at a ratio of 2:1:1
- PCORI research agenda:
  - Assessment of prevention, diagnosis and treatment options
  - Improving healthcare systems
  - Communication and dissemination of research
  - Addressing disparities
  - Improving methods for conducting patient-centered outcomes research
- Merit review criteria:
  - Impact of condition on the health of individuals and populations
  - Potential for the study to improve healthcare and outcomes
  - Technical merit
  - Patient-centeredness
  - Patient and stakeholder engagement
The Patient-Centered Outcomes Research Institute (PCORI) helps people make informed health care decisions, and improves health care delivery and outcomes, by producing and promoting high integrity, evidence-based information that comes from research guided by patients, caregivers and the broader health care community.

Upcoming Opportunities


Spring 2014 **Required** LOIs Due: March 7, 2014
Spring 2014 Full Applications Due: May 6, 2014

Opening a Pipeline to Patient-Centered Research Proposals Webinar (Tier 1: Western States Only) November 13, 2013, 1:00–2:00 PM (ET) [http://www.pcori.org/events/opening-a-pipeline-to-patient-centered-research-proposals/](http://www.pcori.org/events/opening-a-pipeline-to-patient-centered-research-proposals/)

Note: Winter 2014 LOI Deadline has passed.
Centers for Disease Control and Prevention (CDC)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccines For Children</td>
<td>$3,101,096,971</td>
<td>50.5%</td>
</tr>
<tr>
<td>Infectious Diseases</td>
<td>$1,061,909,171</td>
<td>17.3%</td>
</tr>
<tr>
<td>Public Health Preparedness and Emergency Response</td>
<td>$627,337,496</td>
<td>10.2%</td>
</tr>
<tr>
<td>Chronic Disease Prevention and Health Promotion</td>
<td>$508,792,802</td>
<td>8.3%</td>
</tr>
<tr>
<td>Prevention and Public Health Fund/Other ACA Funds</td>
<td>$473,793,773</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

Top 5 areas of CDC grant funding
Source: Centers for Disease Control and Prevention Fiscal Year 2012 Grants Summary Profile Report for U.S. States and District of Columbia.
Funding in 2012 per research/disease area, with Compound Annual Growth Rate (CAGR) 2009-12. All funding values million US $. Source: NIH Categorical Spending.
Research funding priorities

- Career development (k08) and dissertation (r36) grants focused on health information technology (IT)
- Patient-centered outcomes research (PCOR) mentored career development grants focused on methodologies and research in translation, implementation, and diffusion of research into practice and policy
- Research to improve diagnostic performance in ambulatory care settings
- Policy relevant evaluations to inform development of health information technology (IT) meaningful use objectives
- Priority populations research
- Health issues of minority women
- Healthcare-associated infections
## Agency for Healthcare Research and Quality (AHRQ)

### AHRQ Budget Detail FY 2011-2013

All funding values in million U.S. $

Source: FY 2013 Congressional Justification Overview of AHRQ Budget Request By Portfolio.

<table>
<thead>
<tr>
<th>Portfolio/Program</th>
<th>FY 2011*</th>
<th>FY 2012*</th>
<th>FY 2013 *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research on Health Costs, Quality, and Outcomes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient-Centered Health Research</td>
<td>$29,000</td>
<td>$40,600</td>
<td>$72,400</td>
</tr>
<tr>
<td>Patient-Centered Outcomes Research Trust Fund Transfer (non-add)</td>
<td>$8,000</td>
<td>$24,000</td>
<td>$62,400</td>
</tr>
<tr>
<td>Evaluation Funds</td>
<td>$21,000</td>
<td>$16,600</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Prevention/Care Management</strong></td>
<td>$27,904</td>
<td>$27,904</td>
<td>$27,904</td>
</tr>
<tr>
<td>USPSTF—Prevention and Public Health Fund (non-add)</td>
<td>$7,000</td>
<td>$7,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Prevention Research—Prevention and Public Health Fund (non-add)</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td>$3,730</td>
<td>$3,730</td>
<td>$3,614</td>
</tr>
<tr>
<td><strong>Health Information Technology</strong></td>
<td>$27,645</td>
<td>$25,572</td>
<td>$25,572</td>
</tr>
<tr>
<td><strong>Patient Safety</strong></td>
<td>$65,585</td>
<td>$65,585</td>
<td>$62,614</td>
</tr>
<tr>
<td><strong>Crosscutting Activities Related to Quality, Effectiveness, and Efficiency</strong></td>
<td>$111,789</td>
<td>$108,377</td>
<td>$88,931</td>
</tr>
<tr>
<td><strong>Health Costs, Quality, and Outcomes Total Program Level</strong></td>
<td>$265,653</td>
<td>$271,768</td>
<td>$281,035</td>
</tr>
</tbody>
</table>
• HHS Forecast (http://www.acf.hhs.gov/hhsforecast/)
• The Foundation Center Key Facts on U.S. Foundations 2013 (http://foundationcenter.org/gainknowledge/research/keyfacts2013/)
• CMS Innovation Center Website (http://innovation.cms.gov/)
• Kresge Foundation Website (http://kresge.org/)
• The Commonwealth Fund Website (http://www.commonwealthfund.org/)
• Hearst Foundations Website (http://www.hearstfdn.org/)
• Centers for Medicare and Medicaid Innovation Report to Congress (December 2012) (http://innovation.cms.gov/Files/reports/RTC-12-2012.pdf)
• Health Resources and Services Administration (HRSA) Website (http://www.hrsa.gov/index.html)
• National Association of Community Health Centers (http://www.nachc.com/)
• Agency for Healthcare Research and Quality Annual Conference (September 9-11, 2012)
• Institute of Medicine (http://www.iom.edu/)
Resource List

- Petrie-Flom Center, Harvard University School of Law (http://blogs.law.harvard.edu/billofhealth/2013/02/26/impact-of-the-sequester-on-health-care-by-the-numbers/)
- http://www.nih.gov/about/
- http://www.nih.gov/about/almanac
- http://grants.nih.gov/grants/funding/r01.htm
- http://grants.nih.gov/grants/funding/area.htm
- http://www.crossref.org/fundref/
- http://orcid.org/
Resource List

• Richardson, Matthew. 2013. A Funding Profile of the NIH. Funding Trends. Research Trends, 34 (Sept.)
• http://cdc.gov
• http://www.ahrq.gov/
• www.rwjf.org
• us.gsk.com
• infocvscaremark.com
• http://www.pfizer.com/responsibility/grants_contributions/independent_grants
Q&A

Web:  www.hanoverresearch.com
E-mail:  info@hanoverresearch.com
Phone:  202.559.0050
Thank You

Thank you for participating in this Hanover Research webinar. A link to the recording of this webinar and a post-webinar brief will be emailed to you.