



PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE

# **Eugene Washington PCORI Engagement Awards**

## Program Guidelines

February 13, 2014



## **About PCORI**

PCORI is committed to transparency and a rigorous stakeholder-driven process that emphasizes patient engagement. PCORI uses a variety of forums and public comment periods to obtain public input to enhance its work. PCORI helps people make informed healthcare decisions and improves healthcare delivery and outcomes by producing and promoting high-integrity, evidence-based information that comes from research guided by patients, caregivers, and the broader healthcare community.

PCORI was authorized by the Patient Protection and Affordable Care Act of 2010 as a nonprofit, nongovernmental organization. PCORI’s purpose, as defined by the law, is to help patients, clinicians, purchasers, and policy makers make better-informed health decisions by “advancing the quality and relevance of evidence about how to prevent, diagnose, treat, monitor, and manage diseases, disorders, and other health conditions.”

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## Summary: PCORI Engagement Awards

<b>Letter of Inquiry Deadline:</b>	Received on a rolling basis.												
<b>Summary:</b>	Patient Centered Outcomes Research Institute (PCORI) will award up to \$15.5 million in 2014 as part of the Eugene Washington PCORI Engagement Awards program for projects designed to provide “wrap-around” support and enhance the impact of our major awards in patient-centered outcomes research/clinical effectiveness research (PCOR/CER).												
<b>Key Dates:</b>	<table border="0"> <tr> <td>Online System Opens</td> <td>February 13, 2014</td> </tr> <tr> <td>Applicant Webinar</td> <td>February 13, 2014 at 1:00 PM (ET)</td> </tr> <tr> <td>Letter of Inquiry (LOI)</td> <td>Received on a rolling basis</td> </tr> <tr> <td>LOI Screening Notification</td> <td>Within 45 days of LOI receipt</td> </tr> <tr> <td>Application Deadline (by invitation only)</td> <td>Within 60 days of invitation receipt</td> </tr> <tr> <td>Award Announced</td> <td>Within 45 days of application receipt</td> </tr> </table>	Online System Opens	February 13, 2014	Applicant Webinar	February 13, 2014 at 1:00 PM (ET)	Letter of Inquiry (LOI)	Received on a rolling basis	LOI Screening Notification	Within 45 days of LOI receipt	Application Deadline (by invitation only)	Within 60 days of invitation receipt	Award Announced	Within 45 days of application receipt
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<b>*Engagement Award Initiative Notice (EAIN):</b>	TBA												
<b>Maximum Project Period:</b>	2 Years												
<b>Funds Available:</b>	Up to approximately \$250,000												
<b>Eligibility:</b>	<p>Applications may be submitted by any private and/or public sector research organization, including any non-profit or for-profit organization; any private and/or public sector research organization, including any university or college, hospital or healthcare system, laboratory or manufacturer, unit of local, state or federal government.</p> <p>All US applicant organizations must be recognized by the Internal Revenue Service. Non-domestic components of organizations based in the United States and foreign organizations may apply, as long as there is demonstrable benefit to the US healthcare system and US efforts in the area of patient-centered research can be clearly shown.</p>												
<b>Review Criteria:</b>	<ol style="list-style-type: none"> <li>1. Program Fit</li> <li>2. Project Plan and Timeline</li> <li>3. Qualifications of the Project Lead</li> <li>4. Personnel and Collaborators</li> <li>5. Past Performance</li> <li>6. Budget/Cost Proposal</li> </ol>												
<b>Applicant Resources:</b>	<a href="http://pcori.org/funding-opportunities/eugene-washington-pcori-engagement-awards/">pcori.org/funding-opportunities/eugene-washington-pcori-engagement-awards/</a>												

\*Letters of Inquiry for the PCORI Engagement Awards are accepted on a rolling basis. However, on occasion, PCORI will announce an Engagement Award Initiative Notice (EAIN) with specific deadlines, tasks, and objectives.



## Program Overview

The Patient-Centered Outcomes Research Institute (PCORI) will award up to \$15 million in 2014 as part of the Eugene Washington PCORI Engagement Awards program for projects designed to provide “wrap-around” support and enhance the impact of our major awards in patient-centered outcomes research/clinical effectiveness research (PCOR/CER).

A critical part of PCORI’s work is developing and improving the science and methods of PCOR, in order to produce more valid, trustworthy, and useful information. This information will, in turn, lead to better healthcare decisions, and ultimately to improved patient outcomes. More direct, focused involvement of target populations involved in healthcare decision making through the Engagement Awards will allow PCORI to provide the complementary, “wrap-around” support necessary for the success of our ongoing efforts to develop a more robust body of knowledge and stakeholder base in the areas of PCOR and CER. Doing so will ensure that PCORI most effectively:

- Assesses the benefits and harms of preventive, diagnostic, therapeutic, palliative, or health delivery system interventions to inform decision making, highlighting comparisons and outcomes that matter to people;
- Is inclusive of an individual’s preferences, autonomy and needs, focusing on outcomes that people notice and care about such as survival, function, symptoms, and health related quality of life;
- Incorporates a wide variety of settings and diversity of participants to address individual differences and barriers to implementation and dissemination; and
- Investigates (or may investigate) optimizing outcomes while addressing burden to individuals, availability of services, technology, and personnel, and other stakeholder perspectives.

The PCORI Engagement Awards are NOT meant to be an alternative funding mechanism for PCOR/CER, but rather intended to spur innovation and emergent ideas that support PCOR/CER in alignment with PCORI’s three major goals of engagement: (1) Develop the PCOR community; (2) Engage the community in the research process; and (3) Promote dissemination and implementation. The PCORI Engagement Awards are organized into three categories — Knowledge Awards, Training and Development Awards, and Dissemination Awards. Each of the three categories of PCORI Engagement Awards aligns and supports these goals (see **Table 1**).



**TABLE 1: Alignment and Relationship Between PCORI’s Engagement Goals, and PCORI Engagement Award Type**

<b>PCORI Engagement Goals</b>	<b>Develop the PCOR community</b> to successfully establish an infrastructure for patients, caregivers, clinicians/providers, industry, payers/purchasers, researchers, and other stakeholders to increase PCOR/CER information and engage them in research, dissemination, and evaluation.	<b>Engage the community in the research process</b> to influence research and establish trust and legitimacy for successful uptake of research findings.	<b>Promote dissemination and implementation</b> so that patients, caregivers, clinicians/providers, industry, payers/purchasers, researchers, and other stakeholders have PCOR/CER information they can use to make decisions that reflect their desired health outcomes and to speed implementation of our findings.
<b>PCORI Engagement Awards Goals and Categories</b>	<b>Knowledge Awards</b> To build knowledge around how consumers of healthcare information receive and make use of PCOR/CER findings.	<b>Training and Development Awards</b> To promote the training and development of the “non-usual suspects” and others from the patient and stakeholder community to increase capacity for engaging in PCOR/CER.	<b>Dissemination and Implementation Awards</b> To strengthen the groundwork for disseminating and implementing the findings of PCORI-funded research projects in practice.

These awards are intended to strengthen the capacity of patients and other stakeholder (e.g., caregivers, clinicians/providers, industry, payers/purchasers, researchers) communities’ ability to get involved in the research process. The awards also serve to inform PCORI of the healthcare community’s use of and familiarity with PCOR/CER, the training necessary to build a healthcare community prepared for, and familiar with, conducting patient-centered outcomes research, and how the healthcare community consumes and incorporates health information that results from that research. These awards will strengthen PCORI’s understanding of how individuals and organizations across the healthcare continuum obtain and use information that helps people make informed healthcare decisions and improves healthcare delivery and outcomes.

PCORI recognizes that *doing research differently* will require input and involvement from all communities across the healthcare continuum. PCORI is interested in investing in stakeholders who believe in the promise of PCOR/CER, but may not have had the opportunity to engage actively in research in the past. Applicants and project proposals that touch upon a broad spectrum—including but not limited to the stakeholder categories and priority populations shown in **Table 2**—are viewed as ideal by PCORI.

**TABLE 2: Key PCORI Stakeholder Communities and Priority Populations**

Stakeholder Communities	PCORI Priority Populations
Patient/Consumer Caregiver/Family Member of Patient Patient/Caregiver Advocacy Organization Research Clinician Hospital/Health System Purchaser Payer Industry Policy Maker Training Institution	Racial and Ethnic Minority Groups Low-Income Groups Women Children (age 0–17) Older Adults (age 65 and older) Residents of Rural Areas Individuals with Special Healthcare Needs, Including Individuals with Disabilities Individuals with Multiple Chronic Diseases Individuals with Rare Diseases Individuals Whose Genetic Makeup Affects Their Medical Outcomes Patients with Low Health Literacy/Numeracy and Limited English Proficiency Lesbian, Gay, Bisexual, Trans-sexual (LGBT) Persons

## PCORI’s Approach to Knowledge Awards

PCORI is interested in building useful and usable knowledge about how patients and those who care for them use PCOR/CER findings. Understanding the communities that are impacted by PCORI research findings will allow PCORI to better identify topics of relevance and use to them. Below are examples of areas in which PCORI wishes to build knowledge. This is not a comprehensive list and should not limit applicants. Instead, it is a starting point for ideas. PCORI welcomes innovative approaches to these topics and others to help build a community that understands, uses, and supports PCOR/CER.

***Example Activities for Knowledge Awards:***

- Conduct surveys or focus groups
- Conduct landscape reviews of existing literature
- Conduct needs assessment

- Understand how patients and caregivers access healthcare information to make decisions, and where they get their information. What does it take for patients to incorporate PCOR/CER information into their medical decision making? What do patients need to understand? What is the process for how patients use PCOR/CER?

- Determine what research findings would be most valuable to our key priority populations and stakeholder groups.
- Assess participants' attitudes on the value of patient, caregiver, and stakeholder (e.g., clinicians/providers, industry, payers/purchasers, researchers) engagement in research.
- Understand the overall demand for and attitudes toward PCOR/CER.

## PCORI's Approach to Training and Development Awards

PCORI is interested in building capacity for patients and other stakeholders (e.g., caregivers, clinicians/providers, industry, payers/purchasers, researchers) across the healthcare community to get involved in the conduct of research. Below are examples of areas in which PCORI may wish to invest in the training and development of patients and other stakeholders. This is not a comprehensive list and should not limit applicants. Instead, it is a starting point for ideas. PCORI welcomes innovative approaches to these topics and to help engage the community in PCOR/CER.

- Explore how to implement strategies, train stakeholders in preparedness, and devise other mechanisms for facilitating non-research stakeholders to engage as partners in the conduct of PCOR/CER.
- Build readiness and capacity for individuals and organizations that are new to research so that they are able to engage as partners and consumers of PCOR/CER.
- Develop mechanisms to facilitate the matching of patients and researchers to allow them to collaborate in all phases of the research process.
- Identify learning objectives and competencies for PCOR/CER to build into curricula to educate clinicians, researchers, patients, and other stakeholders across the education continuum.

### ***Example Activities for Training and Development Awards:***

- Conduct training webinars
- Establish advisory groups
- Develop training curricula
- Develop capacity building projects

## PCORI's Approach to Dissemination and Implementation Awards

PCORI is interested in closing the gap between evidence development and implementation of that evidence in practice. PCORI recognizes that the generation of research evidence will be useful only if there is a strategic plan to disseminate and implement it. Below are examples of areas in which PCORI may wish to invest to help build the foundation for dissemination and implementation of PCORI's research findings of PCOR/CER studies. This is not a comprehensive list and should not limit applicants. Instead, it is a starting point for ideas. PCORI welcomes innovative approaches to these topics and others for promoting dissemination and implementation of results from PCOR/CER.

- Cultivate and analyze existing evidence on promising practices in dissemination and implementation infrastructure for patient, caregiver, and other stakeholder communities (e.g., clinicians/providers, industry, payers/purchasers, researchers).
- Identify, develop, and test creative new pathways and facilitators for dissemination and implementation in the patient/caregiver and stakeholder community, especially in PCORI's priority populations and key stakeholder groups (see **Table 2** for complete list).
- Build partnerships between key patient and stakeholder organizations (e.g., caregivers, clinicians/providers, industry, payers/purchasers, researchers) to facilitate dissemination and implementation of PCORI research findings, both within these groups and for the general public.
- Establish communication mechanisms that are used by PCORI's target populations because they are understandable, relevant, accessible, and culturally appropriate.
- Develop dissemination collaborations, such as multi-stakeholder learning networks, to share knowledge on common topics of interest for uptake in health services quality/improvement and clinician networks.
- Grow consensus behind approaches to PCORI's work that can promote and spread the impact of our funded research findings.

***Example Activities for Dissemination and Implementation Awards:***

- Conduct surveys or focus groups
- Establish advisory groups
- Build partnerships
- Develop communication strategies

## Engagement Award Initiative Notices (EAINs)

In addition to the awards described above, PCORI may also release Engagement Award Initiative Notices (EAINs) with specific deadlines, tasks, and objectives. The EAINs will align with PCORI's Engagement Award categories— Knowledge Awards, Training and Development Awards, and Dissemination and Implementation Awards.

## How to Apply

There is a two-stage application process. First, applicants must submit a Letter of Inquiry (LOI) that briefly describes a potential project. LOIs [will be reviewed](#) and applicants will either be denied or invited to complete a full application describing the project in detail. Applications will then be reviewed for funding consideration.



## Application Resources

Application resources, including FAQs, application guidelines, and required templates, are available from PCORI's Engagement Awards. Applicants must register on the PCORI Engagement Awards Online Application System to submit an application:

**Eugene Washington PCORI  
Engagement Awards**

<https://pcori.force.com/engagement/login>

**PCORI Engagement Awards  
Online Application System**

[pcori.org/funding-opportunities/eugene-washington-pc-ori-engagement-awards/](https://pcori.org/funding-opportunities/eugene-washington-pc-ori-engagement-awards/)

**Contact Us**

If you have a question or would like to schedule a call with program staff, send us [an inquiry form](#), email ([ea@pcori.org](mailto:ea@pcori.org)) or phone (202-370-9312).

PCORI will provide a response within 3 business days.

## What to Expect if Awarded a PCORI Engagement Award Contract

PCORI issues contracts, not grants, to fund and administrate meritorious proposals. Under these contracts, PCORI funds projects that demonstrate the highest promise and/or probability that they will be completed on time, on budget, and will meet all milestones and deliverables. Applicants should submit realistic budgets and research plans without the expectation of receiving cost/no-cost extensions. PCORI provides programmatic oversight throughout the contract period. To review contract terms and conditions, please see the sample Eugene Washington PCORI Engagement Award Program Contract Services Agreement available from [PCORI Engagement Awards](#). During the contract period, awardees will provide status reports to the PCORI Finance Department and the designated project manager on a schedule established in the contract services agreement.

PCORI's three objectives for evaluating Engagement Awards are to:

- Identify areas in which we should provide technical assistance and support to maximize awardees' achievement of their outlined goals and milestones
- Share lessons from individual projects with the Engagement Award network and broader community to maximize co-learning
- Produce information that is useful to awardees, PCORI, and the broader PCOR community about the benefits and challenges of awards to promote PCOR/CER by investing in knowledge, training and development, and dissemination and implementation. We are committed to sharing and using this information.