



PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE

Eugene Washington PCORI Engagement Award Program

Program Guidelines

February 13, 2014

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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 is a private, non-profit, independent research funder authorized by Congress in 2010 and overseen by an independent Board of Governors representing the entire healthcare community. 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

Letter of Inquiry Deadline:	February 1, 2016 and June 1, 2016 (see Funding Opportunities page for upcoming deadline)
Summary:	The Patient-Centered Outcomes Research Institute (PCORI) will award up to \$20.5 million annually as part of the Eugene Washington PCORI Engagement Awards program for projects designed to build a community better able to participate in patient-centered outcomes research (PCOR) and comparative clinical effectiveness research (CER), as well as serve as channels to disseminate study results.
Key Dates:	<p>Deadlines for Review of Letters of Inquiry (LOI) February 1, 2016 and June 1, 2016</p> <p>LOI Screening Decision Within 30 days of LOI review</p> <p>Full Proposal Deadline (<i>by invitation only</i>) Within 40 days of invitation receipt</p> <p>Award Decision Within 40 days of application receipt</p>
Engagement Award Initiative Notice (EAIN):	See the PCORI Funding Opportunities page for upcoming deadline and other application details
Maximum Project Period:	2 Years
Funds Available:	Up to \$250,000 total costs
Eligibility:	<p>Applications may be submitted by any private or public-sector organization, including any nonprofit or for-profit organization or any unit of local, state, or federal government.</p> <p>All US applicant organizations must be recognized by the Internal Revenue Service. Nondomestic 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>
Review Criteria:	<ol style="list-style-type: none"> 1. Program Fit 2. Project Plan and Timeline 3. Qualifications of the Project Lead 4. Personnel and Collaborators 5. Past Performance 6. Budget/Cost Proposal
Applicant Resources:	See the Engagement Award: Knowledge, Training, and Dissemination Awards page



Program Overview

The Patient-Centered Outcomes Research Institute (PCORI) will award up to \$20.5 million annually as part of the Eugene Washington PCORI Engagement Award program for projects designed to bring more patients, caregivers, clinicians, and other [healthcare stakeholders](#) into the research process. The goal is to support projects that will build a community better able to participate in patient-centered research (PCOR) and comparative clinical effectiveness research (CER), as well as serve as channels to disseminate study results.

PCORI believes that engagement of nontraditional stakeholders—from topic selection through design and conduct of research to dissemination of results—can influence research to be more patient-centered, useful, and trustworthy, and ultimately lead to greater use of research results by patients and the broader healthcare community.

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 engagement priorities: (1) develop a PCOR community to establish an infrastructure for engagement in PCOR; (2) engage community in the research process; and (3) promote dissemination and implementation of PCOR findings. The PCORI Engagement Awards are organized into three categories, addressing key program areas—Knowledge Awards, Training and Development Awards, and Dissemination Awards. Each of the three categories of PCORI Engagement Awards aligns and supports the engagement priorities (see **Table 1**). Please note that Engagement Award projects can include elements of more than one program area; however, as part of the application process, applicants will need to select a primary category.

TABLE 1: Alignment and Relationship Between PCORI's Engagement Priorities, and PCORI Engagement Awards Key Program Areas

PCORI Engagement Priorities	Develop a PCOR community to establish an infrastructure for engagement in PCOR.	Engage community in the research process.	Promote dissemination and implementation of PCOR findings.
PCORI Engagement Awards Key Program Areas	Increase Knowledge about Consumers and PCOR <ul style="list-style-type: none"> - Increase understanding of what patients and other stakeholders need in order to make informed healthcare decisions. - Generate findings about how patients and other stakeholders want to receive CER findings, as well as how they can make use of findings to reach health and healthcare decisions. 	Build Capacity for Engaging in PCOR <ul style="list-style-type: none"> - Equip patients and other stakeholders, teams, and organizations with the skills necessary to meaningfully participate in PCOR/CER as partners throughout the research process. - Develop meaningful patient and other stakeholder relationships, as well as promote new partnerships. 	Develop Channels for Disseminating PCOR Evidence. <ul style="list-style-type: none"> - Develop facilitators for dissemination and implementation of PCOR/CER findings. - Identify, build, and strengthen partnerships being used for disseminating PCOR/CER findings. - Develop and maintain networks for the purpose of using and sharing PCOR/CER findings.



These awards are intended to strengthen the capacity of patients, clinicians, and other healthcare stakeholders (e.g., researchers, purchasers, payers, industry, hospital and health systems, policy makers, and training institutions) 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 stakeholders and populations of interest shown in **Table 2**—are viewed as ideal by PCORI.

TABLE 2: Key PCORI Stakeholders and Populations of Interest

Stakeholders	PCORI Populations of Interest
Patients Researchers Clinicians Hospital and Health Systems Purchasers Payers Industry Policy Makers Training Institutions	Racial and Ethnic Minorities Low-Income Women Children Older Adults Residents of Rural Areas Individuals with Special Healthcare Needs, Including: <ul style="list-style-type: none"> • 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, Transgender(LGBT) Persons Veterans and Members of the Armed Forces and Their Families



PCORI's Approach to Knowledge Awards

PCORI is interested in producing information to increase understanding of what patients and other [healthcare stakeholders](#) need in order to make informed healthcare decisions. These projects will provide insight into the decisions patients and other stakeholders face when seeking healthcare treatments, and will help us better understand where there are gaps in usable, understandable information about healthcare treatments. These projects will also generate findings about how patients and other stakeholders want to receive CER findings, as well as how they can make use of findings to reach health and healthcare decisions. 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.

- Understand how patients and other stakeholders access healthcare information to make decisions, and where they get their information. What does it take for patients and other stakeholders to incorporate PCOR/CER information into their decision making? What do patients and other stakeholders need to understand? What is the process for how patients and other stakeholders use PCOR/CER?
- Determine what research findings would be most valuable to our key PCORI stakeholders and populations of interest.

PCORI's Approach to Training and Development Awards

PCORI is interested in building capacity for patients, caregivers, and other stakeholders across the healthcare community to get involved in the conduct of PCOR/CER. **Training-focused awards** are intended for projects that will equip these individuals, teams, and organizations with the skills necessary to meaningfully participate in PCOR/CER as partners throughout the research process. The PCORI [Engagement Rubric](#) outlines ways that engagement in research can occur. At this time, the Engagement Award program does not provide support for projects that focus on training related to the science of, and methods for, PCOR/CER. **Development-focused awards** are intended for projects seeking to develop meaningful patient and other stakeholder relationships, as well as promote new partnerships. They can also stimulate new, innovative, and replicable activities meant to encourage previously unlikely collaborations for the purpose of PCOR/CER. 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.

PCORI's Approach to Dissemination Awards

PCORI is interested in projects that are designed to provide support for organizations with strong ties to end-user audiences to prepare to disseminate and implement PCOR/CER results. They are intended for projects focused on strengthening the infrastructure and relationships necessary to actively disseminate and implement research results or products derived from PCORI studies or other high-quality PCOR/CER findings consistent with PCORI's research priorities.

Examples of projects that would be of interest include, but are not limited to the following:

- Identify existing or emerging PCOR/CER findings highly relevant to your target population. Place the research results within the context of the existing body of evidence in the topic area identified. Develop, demonstrate, and evaluate the **processes** necessary to incorporate research results from the studies you have identified into decision-making settings.
- Establish multi-stakeholder **collaborations** to identify effective pathways and approaches for reaching a common target audience, or for reaching multiple audiences for disseminating a set of PCOR/CER research results on a topic relevant to your organization's mission. Propose and develop a set of strategies and the tools necessary to implement them. Test and refine the strategies.
- Design innovative **approaches** to actively disseminate PCOR/CER findings that are oriented to your target population. Demonstrate that these approaches are capable of reaching your target audience and describe a strategy for how these approaches would be used to actively improve awareness and uptake of PCOR/CER findings with end users. Demonstrate the feasibility of implementing these approaches both with respect to the target end-users and any intermediaries important to their success.

Applicants must clearly explain how the infrastructure and relationships developed to disseminate and implement PCOR/CER could be sustained over time, with the potential to be scaled to reach an even greater audience or to disseminate and implement additional research findings.

The information and tools generated by Engagement Award projects must be generalizable; they must be of interest or use not just to the applicant organizations but to others doing related work. The tools and information will be made public so they can have a broader impact.



Engagement Award Initiative Notice (EAIN)

In addition to the awards described above, the [Engagement Award Initiative Notice \(EAIN\), Patient-Centered Outcomes Research/Clinical Comparative Effectiveness Research Meeting and Conference Support](#), is a funding opportunity to support meetings and conferences that align with PCORI's Mission and Strategic Plan and facilitate expansion of patient-centered outcomes research/clinical comparative effectiveness research (PCOR/CER).

What We Don't Fund

Engagement Awards are not intended to support:

- Projects solely intended to improve patient engagement in healthcare service delivery, patient self-care, or patient-centeredness of care (e.g., shared decision making)
- Projects intended to increase the number of patients who agree to be research subjects or participants
- Research projects
- Planning or pilot studies
- Demonstration projects
- Evaluations of programs or interventions
- Validation of tools or instruments
- Delivery of health care
- Development of registries
- Recruitment of research or registry participants
- Development of decision aids or clinical practice guidelines
- Meetings that don't focus on PCOR or CER

How to Apply

There is a two-stage application process for Knowledge, Training and Development, and Dissemination Awards. First, applicants must submit a Letter of Inquiry (LOI) that briefly describes a potential project. LOIs [will be reviewed](#)¹ 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. Applicants must only submit a full application for an EAIN.

¹ A summary of the review process is available at <http://www.pcori.org/content/eugene-washington-pcori-engagement-awards-review-process>



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**

<http://www.pcori.org/content/eugene-washington-pcori-engagement-awards>

**PCORI Engagement Awards
Online Application System**

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

Contact Us

If you have a question or would like to schedule a call with program staff, send us an email (ea@pcori.org) or call (202-370-9312).

PCORI will provide a response within three business days.

What to Expect if Awarded a PCORI Engagement Award Contract

PCORI issues contracts, not grants, to fund and administer 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 work plans without the expectation of receiving cost/no-cost extensions. PCORI provides programmatic oversight throughout the contract period. During the contract period, awardees will provide status reports to PCORI on a schedule established in the contract. We expect projects selected for an Engagement Award to result in tools and resources that may be useful to other awardees for increasing patient and/or other stakeholder engagement in PCOR and CER, PCORI, and the broader PCOR community.