

Eugene Washington PCORI Engagement Award Program

New PCORI Funding
Announcements for
Engagement Awards

February 13, 2020

Engagement Awards April 2020 Cycle Town Hall

Agenda

- Welcome and Staff Introductions
- About PCORI and Engagement
- Eugene Washington PCORI Engagement Award Program Overview
- New Funding Announcements for Engagement Awards
- Application Process and Tips for Success
- Applicant Contractual/Financial FAQs
- Upcoming Key Dates

Welcome and Staff Introductions



Greg Martin

Deputy Chief Engagement and
Dissemination Officer, Interim Director



Alicia Thomas, DrPH, MHS

Associate Director



Ross Schwarzber, MA

Program Associate



Courtney Clyatt, MA

Senior Program Officer



Kate Boyd, MPH, DrPHc

Program Officer



Ivey Wohlfeld

Program Manager



Rachel Mosbacher, MPA

Program Officer



Sangeeta Suku, MPH, MBA

Program Associate



Shelagh Lessard Pearson

Contract Administrator

About Us

- An independent research institute authorized by Congress in 2010 and governed by a 21-member Board of Governors representing the entire healthcare community
- Funds comparative clinical effectiveness research (CER) that engages patients and other stakeholders throughout the research process
- Seeks answers to real-world questions about what works best for patients based on their circumstances and concerns
- On December 20, 2019, Congress reauthorized PCORI's funding for 10 years and the legislation was signed into law



Our Mission and Strategic Goals

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.**

Our Strategic Goals:



Increase quantity, quality, and timeliness of useful, trustworthy research information available to support health decisions.



Speed the implementation and use of patient-centered outcomes research evidence.



Influence research funded by others to be more patient centered.

Who Are Our Stakeholders?

Payers

Clinicians

Caregivers/Family Members

Policy Makers

Purchasers

Patients/Consumers

Industry

Hospitals/Health Systems

Training Institutions

Patient/Caregiver Advocacy Organizations

Why Engage?

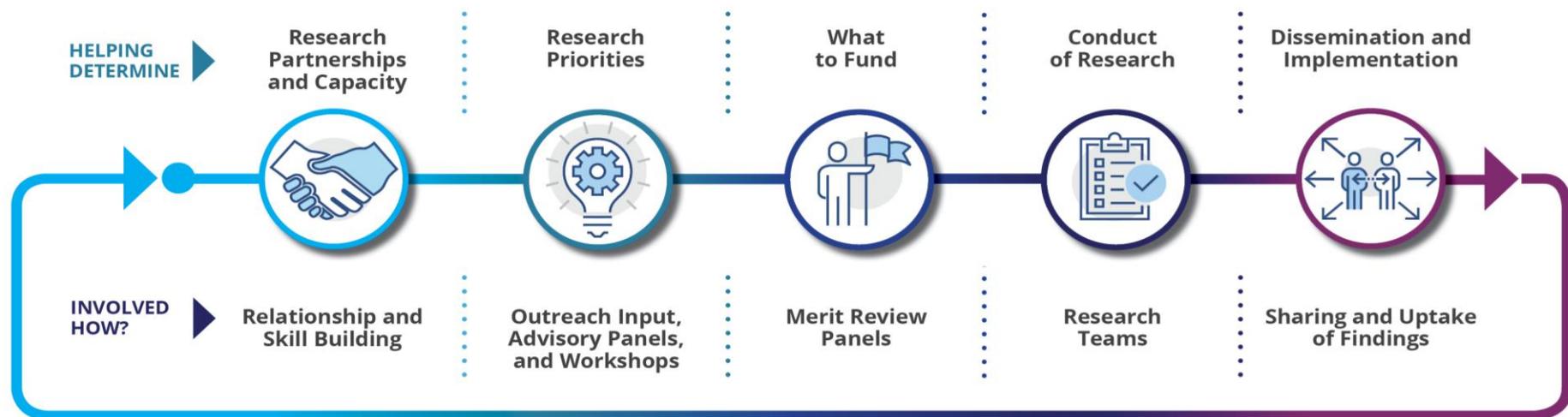
1 To influence research to be patient centered, relevant, and useful

2 To establish trust and a sense of legitimacy in research findings

3 To encourage successful uptake and use of research results



Engagement as a Path to Useful, High-Quality Research



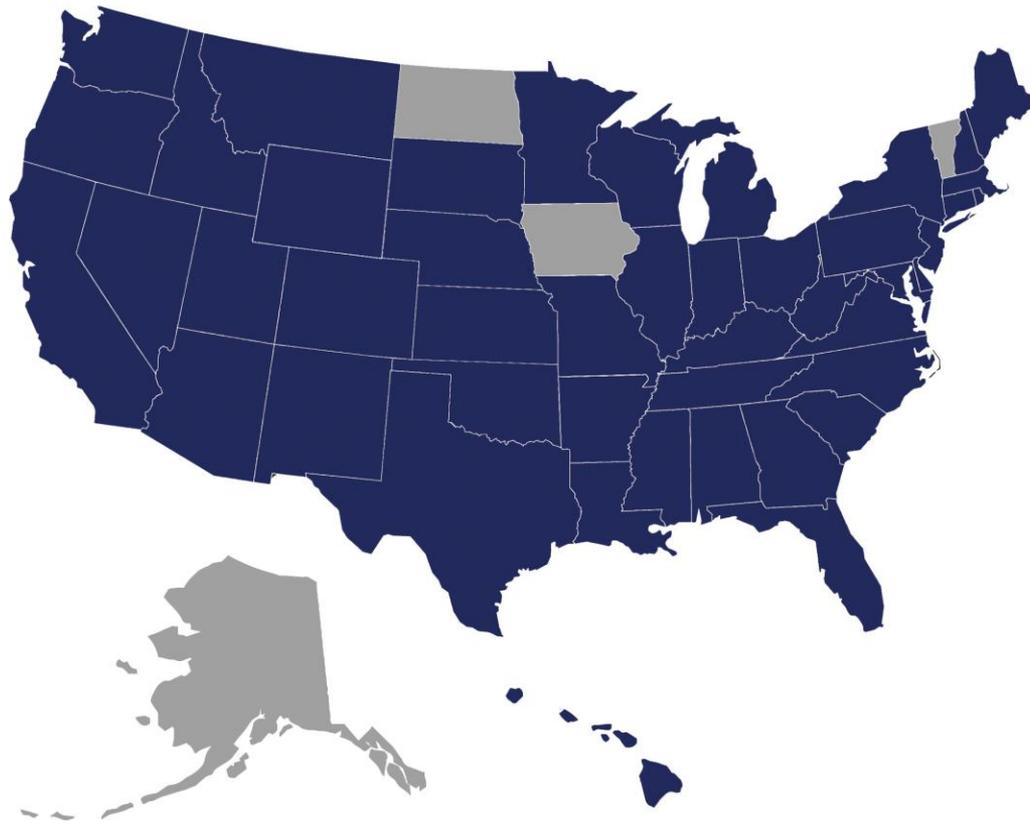
Eugene Washington PCORI Engagement Award Program

- Support projects to build a community of patients and other stakeholders equipped to participate as partners in CER, as well as serve as channels to disseminate PCORI-funded study results
- Funding for projects and conferences, NOT research



Building a National Network for PCOR

- ~\$95.9 million awarded since 2014, creating an expansive network of individuals, communities, and organizations interested in and able to participate in patient-centered outcomes research (PCOR)



New Funding Announcements

New Funding Announcements

 <p>ENGAGEMENT AWARD CATEGORIES</p>	DISSEMINATION INITIATIVE	CAPACITY BUILDING	STAKEHOLDER CONVENING
			
	UP TO \$250,000	UP TO \$250,000	UP TO \$100,000
	UP TO 2 YEARS	UP TO 2 YEARS	UP TO 1 YEAR

Dissemination Initiative



Dissemination Initiative – Background



- **This Engagement Award will give organizations and communities the opportunity to propose meaningful, active dissemination projects aimed at spreading awareness and increasing knowledge of new evidence from PCORI-funded research, targeted directly to patients, clinicians, and others who can use this information to inform healthcare decisions.**
- For the purposes of this award, we define dissemination as the intentional, active process of identifying target audiences and tailoring communication strategies to increase awareness and understanding of evidence and to motivate its use in policy, practice, and individual choices.

Dissemination Initiative – Purpose

- **Through this award, PCORI seeks to fund projects designed by organizations and communities with established relationships with end users to disseminate the findings from PCORI-funded studies, on their own or as part of the body of existing evidence relevant to the PCORI-funded research findings.**
- Targeted end users are those who will ultimately use the findings from research to inform their health or healthcare decisions.
 - Example: Patients may use information to decide on a treatment
- Dissemination projects should target end users directly, although the focus of the dissemination activity may be on an intermediary.
 - Example: Training of providers who will communicate information to patients

Dissemination Initiative – Strategies

- **Strategies will vary based on the results being disseminated, the groups identified as key users of the information, and the goals of the dissemination effort. Systematic reviews of research on dissemination have outlined a range of dissemination approaches that accomplish these goals (McCormack et al., 2013). These include strategies to:**
 - **Increase the reach of evidence**
 - **Increase people’s motivation to use and apply evidence**
 - **Increase people’s ability to use and apply evidence**
- These types of strategies may be used together—in combination or in sequence—to increase the reach of evidence and motivate and facilitate its use. Successful applicants will draw upon these approaches, as well as their own experience and creativity, in proposing dissemination strategies most likely to be successful with their target audience.

Dissemination Initiative – Evidence Available for Dissemination

- **The following PCORI-funded research evidence sources may serve as the basis for dissemination activities under this award:**
 - **PCORI-funded CER Results**
 - **PCORI-funded Systematic Reviews and Systematic Review Updates**
 - **PCORI Evidence Updates**
- The title(s) of the completed PCORI-funded research study (including the institution name for identification purposes), the hyperlink from the PCORI website, and the specific evidence that will be the focus of the dissemination initiative must be included in the Letter of Inquiry (LOI) and application.
- All evidence that is the focus of a dissemination initiative must have been published (CER results) or posted on PCORI's website (the other sources) by the LOI receipt date.
- All applicants must also include, as part of their application (if invited), acknowledgement and/or support from the principal investigator (PI)—or another member of the original research team who played a significant role—of each PCORI-funded study whose findings are being disseminated in the project, demonstrated by additional written letters of support.

Dissemination Initiative – Successful Applications

1. Why the end users proposed as the target for dissemination are important for PCORI to reach
2. The organization's relationship to the targeted end users, and its experience and track record in bringing evidence to them
3. Which findings will be disseminated, and why the findings are relevant to the specific end users proposed as the target for dissemination
4. The potential impact of uptake of these findings by the targeted end users
5. The specific strategies proposed for dissemination to these end users, and justification of the choice of strategies
6. The reach of the proposed strategies (i.e., the number of people in each targeted group whose awareness and knowledge of the evidence disseminated will be meaningfully increased)

Dissemination Initiative – Successful Applications (continued)

7. Evaluation metrics for assessing the success of the dissemination strategies, including the Evaluation Reporting Tool
8. Acknowledgement and/or support from the PI—or another member of the original research team who played a significant role—of each PCORI-funded study whose findings are being disseminated in the project

Dissemination Initiative – Key Information

Key Information

Status

Upcoming

Cycle

April 2020

Online System Opens

February 14, 2020

Application Deadline

By invitation only; Full proposals are due 40 calendar days after LOI approval and invitation

Letter of Inquiry (LOI) Deadline

April 1, 2020, by 5 p.m. (ET)

Applicant Town Hall Session

February 13, 2020; 11:30 a.m. – 12:30 p.m. (ET)

Earliest Start Date

November 1, 2020

Total Costs

Award total costs may not exceed \$250,000

Maximum Project Period

2 years

Announcement Type

Research Support Award

Capacity Building



Capacity Building – Background

- **This funding announcement offers an opportunity for organizations and community groups to continue to build capacity/skills for patient-centered outcomes research and comparative clinical effectiveness research (PCOR/CER) as well as evaluate implementation and effectiveness within different settings and stakeholder groups.**

Capacity Building – Projects of Interest

- Projects that support organizations with strong ties to patients, caregivers, clinicians, and other stakeholders to equip them to engage as partners in PCOR/CER. These projects will focus on building the knowledge, competencies, and abilities of their community to be meaningful partners in research from topic selection through design and conduct of research to dissemination or implementation of results.
- Projects that strengthen the skills of researchers to be better partners to patients and other stakeholders involved in PCOR/CER
- Projects that support the use or adoption of available engagement tools/resources whenever possible, rather than develop new products and tools

Capacity Building – Projects of Interest (continued)

- Projects that support organizations with strong ties to end user audiences to lay the groundwork for disseminating and implementing PCOR/CER results. PCORI intends for these projects to focus on strengthening the infrastructure and relationships necessary to actively disseminate and implement research results or products derived from PCORI or related studies. Project activities may include developing, demonstrating, and evaluating the processes/pathways/tools necessary to incorporate PCOR/CER results into decision-making settings.
- Projects that implement available tools, process, or programs, alone or in combination, in a new population or geographic area—for example, a new network of clinicians, patient advocates, and academic researchers—who will work together to ask and then answer PCOR/CER questions

Capacity Building – Successful Applications

1. Rationale that there is a need for additional patient and/or stakeholder capacity to participate in PCOR/CER with a clear and direct link to participation in research opportunities
2. Commitment from the patient and/or stakeholder communities to be involved in the project and clear patient and/or stakeholder involvement/leadership in all stages of the project from LOI development to dissemination of project results
3. The potential impact of the proposed project
4. Evaluation metrics for assessing the success of engagement strategies
5. Plans for sustainability after the project period has ended. Future funding from PCORI should not be assumed. If the project does not lend itself to sustained activities after the project period concludes, provide justification.

Capacity Building – Successful Applications (continued)

6. The organization's relationship to the population and/or context and track record in engagement
7. If using or adopting a PCORI-funded engagement tool or resource:
 - Description of the engagement tool(s) or resource(s) selected and justification for its continued and expanded use. Information about prior use/implementation of the tool(s) or resource(s), including any data on its effectiveness to build capacity for patient and stakeholder engagement in PCOR/CER, should be provided.
 - Approval to use and, if applicable, adapt, tool(s) and resource(s) from the relevant copyright owner of the tool(s) and/or resource(s) in the form of a written letter of support. This will typically be from the awardee institution of the original PCOR award project team. The relevant owner must grant the applicant rights to the engagement tool(s)/resource(s) sufficient to carry out the project.

Capacity Building – Key Information

Key Information

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Announcement Type

Research Support Award

Stakeholder Convening Support



Stakeholder Convening Support – Background

- This funding announcement provides an opportunity for **organizations and communities** to hold **multi-stakeholder convenings, meetings, and conferences** that include patients, caregivers, researchers, clinicians, purchasers, payers, health system leaders, and other stakeholders. These convenings will have a **focus on, and commitment to, supporting collaboration around PCOR and CER.**
- The convenings to be supported under this funding opportunity should also be designed with the **active involvement of patients, community groups, and organizations** to bring diverse stakeholders together around a **central focus or theme** that unifies stakeholders (e.g., geography, health condition, population) to explore issues related to PCOR/CER or communicate PCORI-funded research results to targeted end user audiences.

Stakeholder Convening Support – Focus Areas

- **Convenings should include one or more of the following priority/focus areas:**
 - Facilitating Discussion around Patient-Centered Outcomes Research Design and Development of Patient-Centered Outcomes Research
 - Sharing Engagement Methods and Fostering Partnerships
 - Dissemination of Research Findings
- **Stakeholder Involvement**
 - A diverse array of relevant patient and community stakeholders who have a connection to, or expertise in, the focus area and PCOR/CER should attend the convenings, and projects should include integrated multi-stakeholder leadership and planning teams.

Stakeholder Convening Support – Project Outputs

- All convenings must produce **at least one deliverable** that seeks to move collaborators closer to participation in and/or dissemination of PCOR/CER.
 - **Strategic plans** and or **roadmaps** for charting future direction and PCOR/CER priorities
 - **Stakeholder engagement approaches** for continuing to actively engage in/partner around PCOR/CER beyond the project period
 - Summaries of **research topic identification** and/or prioritization processes, as well as research agendas
 - Reports of **strategies for disseminating research findings** and ensuring the effectiveness and success of proposed efforts
- Applicants are expected to develop and share a **summary** of the convening that will provide direction for future action.
- **Sustainability plans** should be developed to further the goals/objectives developed through the convening.

Stakeholder Convening Support – Key Information

Key Information

Status

Upcoming

Cycle

April 2020

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Maximum Project Period

1 year

Announcement Type

Research Support Award

Evaluation Reporting Tool



PCORI Engagement Awards Evaluation Reporting Tool – Background

- The Engagement Awards Evaluation Reporting Tool provides a template to collect information about engagement awards that can help with evaluation of our portfolio as well as evaluation of individual projects.
- The goal of this reporting tool is to ensure that a standard set of indicators is being reported for engagement awards.
- This tool is a first step in consistent evaluation of the PCORI engagement award portfolio.

PCORI Engagement Awards Evaluation Reporting Tool

Instructions: The goal of this reporting tool is to ensure that a standard set of indicators is being reported for Engagement Awards. This reporting tool should be taken into consideration during proposal development and uploaded at the end of the project period with the Final Deliverable Milestone. **Examples** of measurements and questions to consider for measuring the outcome are included though awardees are encouraged to apply metrics that meet the needs of their Engagement Award. At the end of the project period, fill out the last column 'Outcome Evaluation and Description of Process' and upload it with the Final Deliverable Milestone. Given the difficulty in applying metrics and a standard set of indicators around engagement best practices, this tool provides a baseline of outcomes to report on in Engagement Award projects. At a minimum, evaluation reports should document the Reach (in absolute numbers) of their project. Not all projects will have outcomes that fit into each category (i.e. Engagement, Adoption, or Implementation). However, please address these categories as comprehensively as possible. Some projects may have multiple outcomes within each category.

Outcome	Examples of how to measure the Outcome	Examples of Questions to Consider when Measuring the Outcome	Outcome Evaluation and Description of Process
Reach (individual level) The number, proportion, description of end users	<ul style="list-style-type: none"> • <i>Description of target population (# and relevant information)</i> • <i>Description of how the target population is reached</i> 	<ul style="list-style-type: none"> • <i>Who is the target population?</i> • <i>How will they be reached? And By whom?</i> 	Click or tap here to enter text.
Engagement (researchers, stakeholders, patients, communities) Involvement of partners in the planning, implementation, and follow-up of proposed activities	<ul style="list-style-type: none"> • <i># of opportunities for patient and stakeholder partners to engage</i> • <i># of jointly identified alternatives/solutions discussed and adopted</i> 	<ul style="list-style-type: none"> • <i>Which partners have been involved throughout the planning and implementation process?</i> • <i>How will their engagement be sustained?</i> 	Click or tap here to enter text.

PCORI Engagement Awards Evaluation Reporting Tool

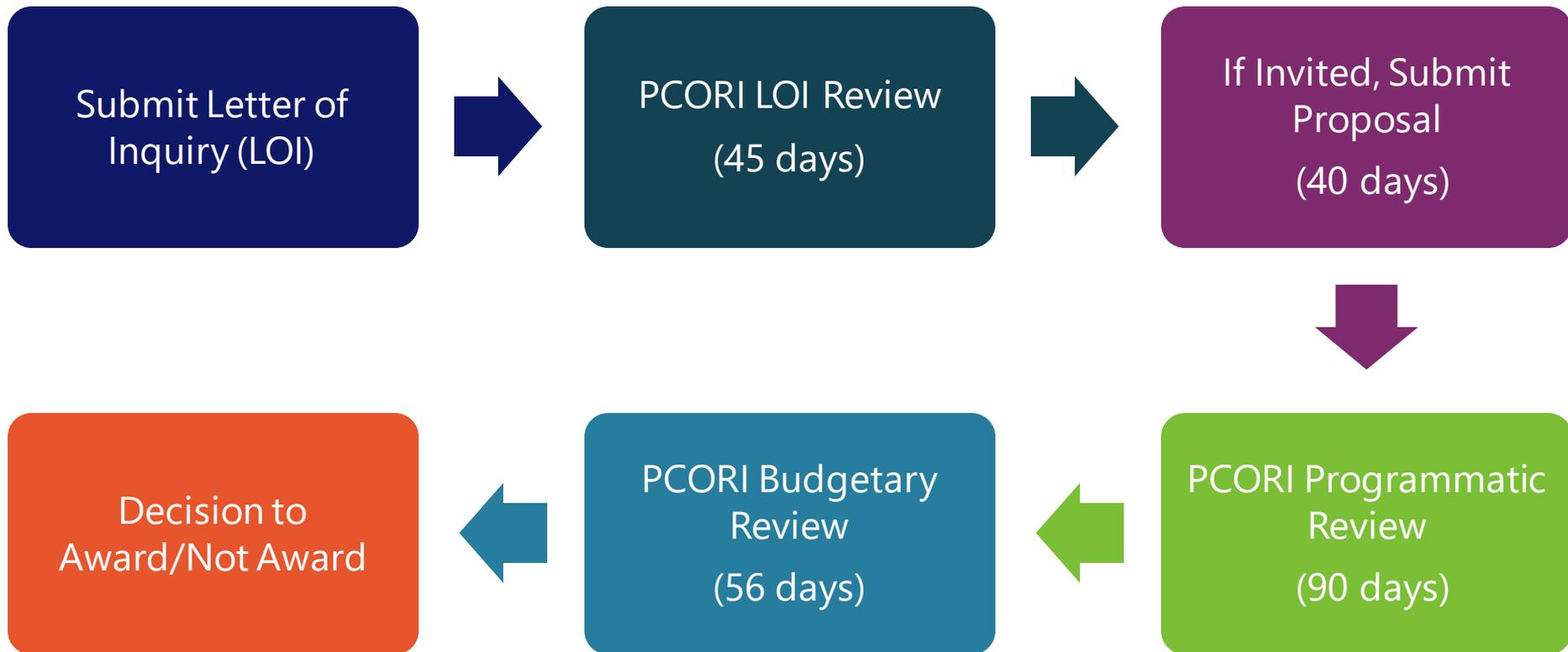
- The Evaluation Reporting Tool should be used as a template to assess the following outcomes: Reach, Engagement, Adoption, and Implementation.
- This tool should be considered during the application phase of all engagement awards.
- The tool will be uploaded with the final report of every engagement award.
- If an awardee would like to use a different evaluation framework, they are more than welcome to do so.
- We are hopeful that evaluation of Reach, Engagement, Adoption, and Implementation will lead to a more robust evaluation of individual projects and the PCORI engagement award portfolio

Application Process

Who Can Apply?

- **Private Sector**
 - Nonprofit and for-profit research organizations
- **Public Sector**
 - Universities and colleges; hospitals and healthcare systems; laboratories and manufacturers; units of state, local, or federal government
- **U.S. Organizations**
 - Must be recognized by the Internal Revenue Service
- **Foreign Organizations and Non-Domestic Components of US Organizations**
 - May apply if there is demonstrable benefit to the US healthcare system or US efforts in the area of patient-centered research can be clearly shown
- **Individuals**
 - Not permitted to apply under this program

Review Process



Tips for Successful Submissions

- Review Funding Announcement Web Page or PDF in Full
 - Program summary
 - List of types of projects we don't fund
 - Award-specific funding priorities and guidance
- Use Submission Instructions (PDF)
 - Specific details on LOI and application requirements
 - Details on how to submit an LOI and application
 - Glossary of key terms
 - Allowable and unallowable costs
- Use Applicant Templates
 - Submit all required templates in proper format
- Use Applicant Resources
 - Applicant FAQs
 - Step-by-step guide to walk through the online application portal
 - Archive of this webinar
 - Submission checklist
 - Ensure you've included all required and optional components before hitting submit



Tips for Successful Submissions (continued)

- Any stakeholder group(s) you are proposing to work with in your project should be a part of developing the project concept proposal. Preliminary engagement work is necessary to develop a strong Engagement Award application.
- Consider projects already awarded. Summaries and work products are available on the PCORI website
- For applicants proposing a dissemination-focused project, we expect you to be familiar with PCORI's research portfolio as it pertains to the topic(s), population(s), and/or strategies proposed so that there is a logical connection between your planned project and the content you would ultimately disseminate.
- Ensure you follow the guidance in the Submission Instructions document!
- Engagement Award program officers are available to discuss your ideas in advance of and while you are developing your proposals. Reach out to us at ea@pcori.org for support via email or phone.



What Engagement Awards Don't Fund

- Out of Scope for an Engagement Award Project:
 - Projects solely intended to improve patient engagement in healthcare service delivery or patient self-care
 - Research studies (PCORI funds these through other opportunities)
 - Delivery of health care
 - Development of registries; projects intended to increase patient recruitment and enrollment in research studies or registries
 - Development of clinical practice guidelines, care protocols, or decision support tools
 - Cost-effectiveness analysis
 - Development of research proposals or submission of applications for funding
 - Planning for dissemination without including PCORI-funded research or related products
 - Implementation of PCORI findings in a clinical practice setting (PCORI funds these through other opportunities)
 - Meetings that don't focus on PCOR or CER issues or topics



Criteria Used to Review Applications

1. Program Fit

- Does the application demonstrate program fit or an innovative idea that supports PCORI's mission?

2. Project Plan and Timeline

- Do the project plan and timeline seem reasonable?

3. Qualifications of Project Lead

- Do the qualifications of the project lead align with the scope of the project?

4. Personnel and Collaborators

- Is there adequate engagement of patients and other stakeholders? Are collaborations meaningful and appropriate based on interest, expertise, and scope of the project? Is a letter of support included?

5. Past Performance

- Does the project team demonstrate sufficient past performance?

6. Budget/Cost Proposal

- Does the budget demonstrate reasonable cost designations?



Contractual/ Financial FAQs

Engagement Pre-Award Process: Budget Review

- **Allowable vs. Unallowable Costs**

<https://www.pcori.org/document/costs-principles-description-allowable-direct-costs-under-pcori-award>



- **Direct Costs:** *Are they also reasonable?*

- **Indirect Costs**

- Follow your institution's rate agreement policy, federally or independently negotiated. If none, you may use up to 10% IDC

- **Detailed Budget and Justification**

- Personnel: Salary and fringe benefits—salary cap, % effort
- Travel: Breakdown per person for # of days, traveling to/from, airfare, per diem/lodging, meals, and incidentals
- Consultants: rate per hour, how rate was derived, # of hours
- Conferences/Meetings: space and A/V rental, catering
- Subcontracts: \$25k cap on prime indirects for ALL subs TOTAL, not each individual sub

Allowable vs. Unallowable Costs



Upcoming Key Dates

Upcoming Key Dates

February 14

LOI submission window opens

April 1 at 5 pm (ET)

LOI submission window closes

THANK YOU!

Contact Information

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Visit: <http://www.pcori.org/funding-opportunities/programmatic-funding/eugene-washington-pcori-engagement-awards>

Questions?
