

2010 Call for Proposals

Brief Proposal Deadline

May 19, 2010



Robert Wood Johnson Foundation

Improving Quality and Value in Health Care

Ideas from the Field

Background

The Robert Wood Johnson Foundation (RWJF) is committed to ensuring that all Americans receive high-quality, high-value health care. Specifically, we aim to help communities across the country set and achieve ambitious goals to improve the quality of health care in ways that matter to patients and their families, including patients from specific racial and ethnic backgrounds who often experience lower-quality care.

Purpose

Over the past year, the nation's longstanding health care debate both clarified and highlighted much of the current thinking about broad solutions to improving our current system. There is general agreement that the cost of health care cannot continue its current trajectory. Policy-makers recognize that the nation faces significant health care quality and safety problems, and health professionals and health care consumers need widely-available public information about the cost and quality of care in order to make sound decisions. There is also broad agreement that we should be paying for high-value care rather than high volumes of care, and that it is essential that we strive for more coordination and accountability in health care.

We are interested in promoting learning and knowledge about innovative efforts that address these health care quality and value problems. The purpose of this solicitation is to study such efforts in the following specific areas, in order to understand how they may lead to better health care quality and lower costs:

- Value-based purchasing;
- Data collection and aggregation for performance measurement;
- Quality improvement support;
- Public reporting of provider performance.

Payment reform is critical if health care is to deliver sustainable high-value care.

We anticipate a separate funding initiative to study payment reform efforts and will not entertain payment reform-oriented proposals.

Projects may include short-term evaluations of local, state or federal policy changes or private sector innovations by employers, health plans or others. They may also include research and policy analysis that demonstrate the likely effect of projects in the above areas.

We are also interested in supporting public opinion research that provides quantitative and qualitative insights into what Americans think about these concepts, as well as other potential changes in the way health care is paid for in America (e.g., paying health care providers for quality of outcomes vs. the current practice of paying for quantity of services).

Total Awards

- Grants of up to \$300,000 for up to three years.
- Up to \$3 million will be awarded.
- Preference will be given to shorter projects.

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Key Dates and Deadlines

- **May 19, 2010**
Deadline for receipt of brief proposals.
- **Early June 2010**
Select applicants invited to submit full proposals.
- **July 14, 2010**
Deadline for receipt of full proposals.
- **November 1, 2010**
Start of grants.

Inquiries

Inquiries may be directed to quality-equality3@rwjf.org.

www.rwjf.org/cfp/qe3

For more information about funding opportunities from the Robert Wood Johnson Foundation visit www.rwjf.org/grants.

Sign up to receive e-mail alerts on upcoming calls for proposals at www.rwjf.org/services.



Eligibility Criteria

Eligibility criteria include the following:

- Applicant organizations must be based in the U.S. or its territories.
- Preference will be given to those applicants who may be either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Selection Criteria

Brief proposals will be selected on the basis of:

- fit with the topics described in this solicitation;
- likelihood the analysis makes a unique contribution to the field;
- feasibility; and
- generalizability.

For select applicants, *full proposals* will be selected on the basis of:

- clarity of project goals, hypotheses, methods and outcomes;
- access to necessary data and study populations;
- previous experience working in proposed area;
- appropriateness of budget and project timeline;
- plan to disseminate findings promptly to appropriate audiences (beyond an academic audience); and
- likelihood the project will be completed within the stated timeline.

Use of Grant Funds

Grant funds may be used for project staff salaries, consultant fees, data collection and analysis, dataset procurement, meeting costs, supplies, and project-related travel. Grant funds may not be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for direct care services, and for lobbying or as a substitute for funds currently being used to support similar activities.

How to Apply

All proposals must be submitted through the RWJF Grantmaking Online system. To register and access the system, please visit www.rwjf.org/cfp/qe3 and select Apply Online.

The brief proposal stage for this solicitation has been simplified to focus applicants on providing brief (no more than 2000 character) responses to the following questions:

- What problem does your project address?
- How does your project seek to address this problem?
- What makes your project unique relative to prior efforts to address this problem?

All applicants should log into the system and familiarize themselves with online submission requirements well before the final submission deadline. Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline(s). In fairness to all applicants the program will *not* accept late or incomplete proposals.

www.rwjf.org/cfp/qe3