FY15 Funding Opportunity Announcements (FOA)
Delta Regional Authority (DRA) Webinar

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Federal Office of Rural Health Policy (FORHP)

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February 26, 2015
Overview

1. FORHP Background
2. FY15 Allied Health Training program FOA
3. FY15 Care Coordination FOA
4. How to apply for FY15 Care Coordination FOA
5. Tips for writing a grant
6. Grantee Presentation
7. Question and Answer (Q & A)
Rural Network Allied Health Training Program Funding Opportunity Announcement (FOA) HRSA-15-068

Marcia Colburn, MSW
US Department of Health and Human Services
Health Resources and Services Administration
Office of Rural Health Policy (ORHP)
Community Based Division

February 26, 2015
Federal Office of Rural Health Policy (FORHP)

“The Voice of Rural”

Department of Health and Human Services (DHHS)
Health Resources and Services Administration (HRSA)

Roles of the Office:

• Policy and Research
• Review HHS Regulations
• Administer Grant Programs
• Provide technical assistance
President Obama established the White House Rural Council to address challenges in Rural America, build on the Administration’s rural economic strategy, and improve the implementation of that strategy.
**Improve Rural Health Initiative**

<table>
<thead>
<tr>
<th>KEY ELEMENTS</th>
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<tbody>
<tr>
<td>Building a Programmatic “Evidence Base”</td>
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</table>

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Health Workforce
Recruitment & Retention

The **Allied Health Training Program** builds upon other pilot workforce initiatives in FORHP to include:

- **Rural Health Workforce Development Program** *(ended FY 2013)*
  This Program’s outcomes indicated that of the 2,600 program participants approximately 75% of recruited trainees completed their training/rotation and many returned to practice in rural areas.

- **Rural Health IT Workforce Program** *(current)*
  Grantees in 15 states support formal rural health networks for activities related to recruitment, education, training, and retention of health IT specialists in rural areas. Students will gain EHR technology certification, apprenticeship training, and opportunity for employment in rural hospitals and clinics,
Allied Health Training Program

**Purpose:**

To support President Obama’s Rural Health Care Initiative by focusing on recruitment and retention activities in rural areas. The Rural Network Allied Health Training Program the legislative purpose will be achieved through the:

- Recruitment,
- Clinical training and
- Retention of allied health professionals.
Legislative Authority:

According to the Public Health Service Act Section 330A(f) (42 U.S.C. 254(c)(f)), as amended,

the purpose of Rural Health Network Development grants is:

- to provide for the planning and implementation of integrated health care networks in rural areas in order to:
  - Achieve efficiencies;
  - Expand access to, coordinate, and improve the quality of essential health care services; and
  - Strengthen the rural health care system as a whole.
Summary of Funding

Due Date for Applications: March 31, 2015

(applications are due at 11:59 P.M. Eastern time)

Number of Awards: 10 grants
Award Amount: $200,000 per year
Project Period: 3 years

Eligible Applicants:
The lead applicant organization must be a public or private non-profit entity located in a rural area. The network must be formal and composed of at least three (3) separate, existing health care providers.
Eligibility Information

**Eligible Applicants:**

The lead applicant organization must be a public or private non-profit entity located in a rural area. The network must be formal and composed of at least three separate, existing health care providers.

**Options:** consider working with a network organization that meets the eligibility criteria and be part of the consortium involved in the project
**Program Goals:**

1. Recruitment and retention of allied health professionals within the rural community;
2. Provide students with culturally, competent community-focused training opportunities and experiences;
3. Establish a replicable approach to training of allied health students in rural areas;
4. Validation of credentials empowering job seekers and reducing barriers to hiring;
5. Establishing workforce-related partnerships between network and community organizations
Discipline Categories

**CLINICIANS**
- Dental Hygienists

**TECHNOLOGISTS/TECNICIANS**
- Diagnostic Imaging Technologists
- Medical/Clinical Laboratory Technicians
- Paramedics and Community Paramedics
- Pharmacy Technicians
- Psychiatric/Mental/Behavioral Health Technicians

**OTHER ALLIED HEALTH**
- Physical Therapy Assistants
- Occupational Therapy Assistants
<table>
<thead>
<tr>
<th>APPLICATION SECTION</th>
<th>CRITERION (Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Need (10 points)</td>
</tr>
<tr>
<td>Needs Assessment</td>
<td>Need (10 points) and Impact (30 points)</td>
</tr>
<tr>
<td>Methodology</td>
<td>Response (10 points)</td>
</tr>
<tr>
<td>Resolution of Challenges</td>
<td>Response (10 points)</td>
</tr>
<tr>
<td>Work Plan</td>
<td>Response (10 points) and Impact (10 points)</td>
</tr>
<tr>
<td>Evaluation and Technical Support Capacity</td>
<td>Evaluative Measures (15 points)</td>
</tr>
<tr>
<td>Organizational Information</td>
<td>Impact (10 points) and Resources/ Capabilities (25 points)</td>
</tr>
<tr>
<td>Budget</td>
<td>Budget (10 points)</td>
</tr>
</tbody>
</table>
## Contacts for this FOA (HRSA-15-068)

**Business, Administrative or Fiscal**

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- HRSA Division of Grants Management Operations
- Email: NGaines@hrsa.gov
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**Program**

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FY15 RURAL HEALTH CARE COORDINATION NETWORK PARTNERSHIP PROGRAM (CARE COORDINATION PROGRAM) FUNDING OPPORTUNITY ANNOUNCEMENT (FOA) HRSA-15-123

SARA AFAYEE, MSW
White House Rural Council

• On July 9, 2011, the President signed Executive Order 13575 creating the White House Rural Council, the first body of its kind to engage Cabinet-level agencies in addressing the challenges facing rural America.

• Under the auspices of the Council, in 2012, the FORHP partnered with Grantmakers in Health (GIH) and the National Rural Health Association (NRHA) to encourage new public-private partnership in rural health.

• See page 3 of the FOA to learn more about the collaboration.

• http://www.hrsa.gov/ruralhealth/philanthropy/index.html
Summary of FY15 FOA Funding

- Estimated number of awards: up to 8 grants
- Estimated award amount: up to $200,000/year
- Project period: September 1, 2015 – August 31, 2018 (3 years)
- Deadline to apply: April 6, 2015 at 11:59pm ET
Purpose and Goals

**Purpose:** Support the development of formal, mature rural health networks that focus on care coordination activities

**Goals:**

1. Promote the delivery of coordinated care in the primary care setting
2. Reducing the impact of chronic diseases prevalent in rural communities (Type 2 Diabetes; Congestive heart failure (CHF); and/or Chronic obstructive pulmonary disease (COPD))
3. Building upon and adapting evidence-based, evidence-informed, promising practice model(s) in the delivery of coordinated health care services
4. Improve population health, demonstrate health outcomes and sustainability
What makes the Care Coordination program unique?

- Attention to patients’ needs and preferences
- Attention to Chronic Illnesses (Type 2 Diabetes, CHF, and COPD)
- Partnerships drive and inform care coordination delivery
- Improve population health / outcome oriented
What is Care Coordination?

• See Page 32 for the definition of Care Coordination

• Care coordination involves deliberately organizing patient care activities and sharing information among all of the participants concerned with a patient's care to achieve safer and more effective care.

• The main goal of care coordination is to meet patients’ needs and preferences in the delivery of high-quality, high-value health care.
Care Coordination Core Measures

Care Coordination

1. CMS 4: Chronic Care ACSC Composite

2. NQF 0646: Reconciled Medication list Received by Discharged, and

3. NQF 0326: Advance Care Plan.
# Care Coordination FOA: Addressing Chronic Illness

*See pages 13 and 14 of the FOA*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type 2 Diabetes</strong></td>
<td><strong>Congestive Health Failure (CHF)</strong></td>
<td><strong>Chronic Obstructive Pulmonary Disease (COPD)</strong></td>
</tr>
<tr>
<td>a. PQRS #5: ACE Inhibitor/ARB Therapy LVSD,</td>
<td>a. PQRS #1: Hemoglobin A1c Control in Diabetes Mellitus,</td>
<td>a. PQRS#1: Spirometry Exam,</td>
</tr>
<tr>
<td>b. PQRS #8: Beta-Blocker Therapy for LVSD,</td>
<td>b. PQRS #2: LDL-C Control in Diabetes Mellitus,</td>
<td>b. PQRS #52: COPD Bronchodilator Therapy,</td>
</tr>
<tr>
<td>c. PQRS #198: LVEF Assessment,</td>
<td>c. PQRS #117: Dilated Eye-Exam in Diabetic Patient,</td>
<td>c. PQRS #110: Influenza Immunization,</td>
</tr>
<tr>
<td>d. PQRS#226: Tobacco Use: Screening and Cessation Intervention.</td>
<td>d. PQRS #119: Urine Screening for Microalbumin,</td>
<td>d. PQRS #111: Pneumonia Vaccination for Patients 65 and older,</td>
</tr>
<tr>
<td></td>
<td>e. PQRS#163: Foot exam for diabetic patient.</td>
<td>e. PQRS #226: Tobacco use: screening and cessation intervention.</td>
</tr>
</tbody>
</table>
Care Coordination Core Measures

1. CMS 4: Chronic Care ACSC Composite

2. NQF 0646: Reconciled Medication list Received by Discharged, and

3. NQF 0326: Advance Care Plan.
Eligibility – Lead Applicant

Must Be:

- Rural and,
  - This can be verified at [http://datawarehouse.hrsa.gov/RuralAdvisor/RuralHealthAdvisor.aspx](http://datawarehouse.hrsa.gov/RuralAdvisor/RuralHealthAdvisor.aspx)
- Non-profit or public entity (must provide documentation), and
- Represent a mature network of 3 or more separate, existing health care providers
- Definition of health care provider is found at bottom of page 33 of HRSA-15-123 FOA
- The lead applicant (if awarded, will be the grantee of record)
  - Must have financial and management systems in place
FAQ #1 - Eligibility

Q: My organization is located in a metropolitan area but we serve rural communities. Are we eligible to apply as the lead?

A: No. As stated on page 4 of HRSA-15-123, “An application that proposes a network serving rural communities where the applicant organization is not in a designated rural area will not be considered for funding under this announcement.”

Silver lining: Consider working with a community organization that meets the eligibility criteria and be part of the network involved in the project.
Network Requirements

- *Network requirements are found on page 5 of HRSA-15-123*
- The network is composed of at least three health care providers that are separate, existing organizations which require them to have their **own EIN number**.
- The network organizational relationship is formal.
- Only one member will serve as the applicant of record (must meet the lead applicant eligibility requirements)
- The network has a governing body that includes representation from all network member organizations
- Other members can be non-profit/for profit, rural and/or urban
- The network has a permanent network director
Am I still eligible to apply if I’m a current or former FORHP grantee?

- Yes, as long as:
  - Proposed project is a new proposal or an expansion/enhancement of previous grant
  - This is not an opportunity to maintain current operations of previous grant
Notifying your State Office of Rural Health

- Applicants must notify their State Office of Rural Health of their intent to apply (do this early!)

- See page 7 of HRSA-15-123 for more information
# Application Requirements

<table>
<thead>
<tr>
<th>Application Section</th>
<th>Refer to page .... for more information/details*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Project Abstract</td>
<td>Page 8 in FOA</td>
</tr>
<tr>
<td>2. Project Narrative</td>
<td>Pages 8-10 in FOA</td>
</tr>
<tr>
<td>3. Methodology</td>
<td>Pages 10 – 11 in FOA</td>
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<tr>
<td>4. Work plan</td>
<td>Pages 11 – 12 in FOA</td>
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<tr>
<td>5. Resolution of challenges</td>
<td>Page 12 in FOA</td>
</tr>
<tr>
<td>6. Evaluation and technical support</td>
<td>Pages 12 – 14 in FOA</td>
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<tr>
<td>7. Organizational information</td>
<td>Pages 14 – 16 in FOA</td>
</tr>
<tr>
<td>8. Budget</td>
<td>Page 16 in FOA</td>
</tr>
<tr>
<td>9. Budget narrative</td>
<td>Page 16 in FOA</td>
</tr>
</tbody>
</table>

* Remember to also refer to the HRSA-SF-424 Application Guide as referenced throughout the FOA
Understand the Application Review Process

HRSA Division of Independent Review will:
• Convene panel(s) of expert reviewers
• Ensure fair and ethical review is conducted on each application
• Provide a summary of strength and weakness comments from the panel(s) deliberations and scoring of the applications.
<table>
<thead>
<tr>
<th>Project Narrative</th>
<th>Review Criteria</th>
<th>Number of points</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Introduction</td>
<td>Criterion 1: Need</td>
<td>15</td>
</tr>
<tr>
<td>• Needs assessment</td>
<td><em>See pages 19-20 of FOA</em></td>
<td></td>
</tr>
<tr>
<td>• Methodology</td>
<td>Criterion 2: Response</td>
<td>30</td>
</tr>
<tr>
<td>• Workplan</td>
<td><em>See page 21 and 22 of FOA</em></td>
<td></td>
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<tr>
<td>• Resolution of Challenges</td>
<td></td>
<td></td>
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<tr>
<td>• Evaluation and technical support capacity</td>
<td>Criterion 3: Evaluative Measures</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td><em>See page 23 of FOA</em></td>
<td></td>
</tr>
<tr>
<td>• Methodology</td>
<td>Criterion 4: Impact</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td><em>See page 23 and 24 of FOA</em></td>
<td></td>
</tr>
<tr>
<td>• Organizational information</td>
<td>Criterion 5: Resources/capabilities</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td><em>See page 24 of FOA</em></td>
<td></td>
</tr>
<tr>
<td>• Budget</td>
<td>Criterion 6: Support requested</td>
<td>10</td>
</tr>
<tr>
<td>• Budget justification</td>
<td><em>See page 31 of FOA</em></td>
<td></td>
</tr>
</tbody>
</table>
Contacts for Care Coordination Program (HRSA-15-123)

- Business, administrative or fiscal
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  - HRSA Division of Grants Management Operations
  - Email: amaples@hrsa.gov
  - Phone: 301-443-2963

- Program
  - Sara Afayee
  - HRSA Federal Office of Rural Health Policy
  - Email: safayee@hrsa.gov
  - Phone: 301-945-4169

- Grant submissions in grants.gov
  - Email: support@grants.gov
  - Phone: 1-800-518-4726
HOW TO APPLY FOR THE FUNDING OPPORTUNITY ANNOUNCEMENTS
How to apply for a HRSA grant

1st step

• Register in 3 different systems

2nd step

• Look for open funding opportunities on www.grants.gov
### 1st step: Register in 3 different systems

<table>
<thead>
<tr>
<th>System</th>
<th>Why is it important</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Universal Number System (DUNS)</td>
<td>DUNS numbers are required to identify organizations and it tracks how federal grant money is allocated.</td>
<td><a href="http://fedgov.dnb.com/webform/displayHomePage.do">http://fedgov.dnb.com/webform/displayHomePage.do</a></td>
</tr>
</tbody>
</table>

Refer to pages 18-21 in HRSA-SF-424 Application Guide for more info
How long will the registration process take?

Up to 4 weeks
2nd step: Look for funding opportunities
Apply for funding opportunities
Download Application Package

1. Download Application Instruction
2. Download Application Package
Screenshots of what you should download...

Application Instructions

Application Package
Remember to download the HRSA-SF-424 Application Guide

1) FOA Instructions (35 pages)
Provides programmatic requirements

2) HRSA SF-424 R&R Application Guide (56 pages)
Companion guide to the FOA
Link is found throughout the FOA

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Health Resources and Services Administration

Office of Rural Health Policy
Community Based Division

Rural Health Care Services Outreach Program
Announcement Type: New
Announcement Number: HRSA-15-039
Catalog of Federal Domestic Assistance (CFDA) No. 93.912

FUNDING OPPORTUNITY ANNOUNCEMENT
Fiscal Year 2015

Application Due Date: November 14, 2014
Ensure SAM.gov and Grants.gov registrations and passwords are current immediately!
Deadline extensions are not granted for lack of registration.
Registration in all systems, including SAM.gov and Grants.gov, may take up to one month to complete.

Release Date: September 4, 2014
Issuance Date: September 4, 2014

SF-424 Application Guide
A guide developed and maintained by HRSA for preparing and submitting applications through Grants.gov to HRSA using the SF-424 Non-Construction Application Kit

To be used with HRSA funding opportunity announcements (FOAs) specifying the use of the SF-424 Non-Construction Application Kit
Submit application in grants.gov

- Make sure your application is complete
- Watch your email
  - An applicant must receive at least two emails by the application deadline:
    - Confirm
    - Validate
- Track the status of your application (see page 24 in SF-424 Application Guide for more information)
TIPS FOR WRITING A GRANT
Application planning

- Have I read the entire funding opportunity announcement and HRSA SF-424 application guide?
  - Details
- Is my organization eligible to apply?
- Does my organization have the technical expertise, the personnel, and the financial capacity?
- Are all stakeholders in my organization supportive?
- Is my organization prepared to do what it takes?
Paint the right picture

Remember your audience: The panel of reviewers

- Reviewers typically do not know anything about your situation, your community, or even your state

- Explain basic facts:
  - rural and frontier as a concept (distance, weather, roads); culture; and your unique circumstances

- Central goal = convince reviewer of the legitimacy of your problem, your solution, your ability

- Think about how your project will support all goals of this FOA
GRANTEE PRESENTATION WITH DONNA NEWCHURCH (LOUISIANA)
CEO LOUISIANA RURAL AMBULANCE ALLIANCE (LRAA)
Grant Seeking

Lessons Learned & Successes

Presented in one-liners, cartoons, and mottos
Applying for HRSA Grants

It’s a Marathon, Not a Sprint

- Conduct an annual organizational inventory during your strategic planning retreat:
  - inventory your organizational products
  - inventory your organizational partners
  - inventory the skills of your organizational staff

- Create a shopping list from this inventory exercise

- GO SHOPPING every chance you get!
“The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one. ” Erma Bombeck

And . . . WE ARE SHOPPING

- Always have your shopping list with you.
  - Board Meetings
  - Membership meetings
  - Community Forums
  - Press Conferences and Presentations

- Know what things on your shopping list cost (or be very prepared to figure it out quickly!).

- Be Prepared to add to your shopping list.

- GO SHOPPING every chance you get!
There is a five-step registration process which must be completed by every organization wishing to apply for a HRSA grant opportunity.

The process will take anywhere from five business days to one month.

First-time applicants or those considering applying in the future should register immediately.
THE 5 STEPS

LET’S “BREAK IT DOWN”  MC HAMMER

o Step 1: Obtain a Data Universal Numbering System (DUNS) Number

o Step 2: Register with the System for Award Management (SAM)

o Step 3: Creating a Username & Password • After the SAM registration is complete, return to Grants.gov to establish an Authorized Organization Representative (AOR)

o Step 4: AOR Authorization • The E-Biz POC uses the DUNS number and MPIN to authorize your AOR status.

o Step 5: Track AOR Status • Using your username and password from Step 3, go to Grants.gov under Applicant Login to check your AOR status
So . . .

**START EVERY DAY OFF WITH A SMILE AND GET IT OVER WITH.**  *W.C FIELDS*

- Again, [Grants.gov](http://www.grants.gov) requires registration by the applicant organization and an annual update to the registration information.

- **If you do not complete the registration and update it annually, you will not be able to submit an application.**

- All of the information above (and more!) can be found in the SF424 Guide at [http://www.hrsa.gov/grants/apply/applicationguide/sf424guide.pdf](http://www.hrsa.gov/grants/apply/applicationguide/sf424guide.pdf)
"I saw that show, 50 Things To Do Before You Die. I would have thought the obvious one was *Shout For Help*." Jimmy Carr

Maybe it’s not so obvious so I’ll simply recommend:

- sign-up for grant alerts on grants.gov
- Set a monthly reminder on your outlook calendar to search grants.gov, RAC online, USDA Rural Development, your state office of rural health, and NRHA for grant announcements and opportunities
Knowledge is knowing a tomato is a fruit; wisdom is not putting it in a fruit salad.

After identifying a grant that fits into your shopping list:
- read the overview of the program description;
- confirm that your organization meets the eligibility requirement;
- note the application deadline and subtract THREE DAYS (this is your new deadline);
- register to receive any program announcements or application changes via e-mail;
- start a new folder (desktop, onedrive, jump drive) and save everything related to the grant application on that folder;
- download the full program announcement;
  - save the announcement in the newly created folder;
  - print out the full program announcement.
- submit letter of intent (if required); and
- participate in grant specific conference calls.
"OMG! My son fell out of a tree in the backyard! Should I call 911 or post it on Facebook first?" Some eecards

Develop a timeline for completing the application.

- Using your application deadline (three days prior to the actual submission deadline), back into dates and identify a responsible person for each required section of the grant.
  - Budget to be complete by 2-28; Donna
  - Attachment III / Organizational Chart to be complete by 3-1; Becky
  - Attachment IV/ Key Staffing Positions and Job Descriptions to be complete by 3-1; Donna

- Write the dates and the responsible person in the margins of the program guidance that you printed out.
"A computer once beat me at chess, but it was no match for me at kick boxing."

Develop a PAPER template for completing the application.

- Using your program guidance, develop a mock PAPER application;
  - Budget to be complete by 2-28; Donna
  - Attachment III / Organizational Chart to be complete by 3-1; Becky
  - Attachment IV/ Key Staffing Positions and Job Descriptions to be complete by 3-1; Donna

- Write the dates and the responsible person in large print / one page per section (narrative, budget, attachment III, etc) and put the pages in the order listed in the guidance

- As each section is complete, print the section and replace the “blank” page with the actual page that will be submitted with the grant.
YOU NEVER TRULY UNDERSTAND SOMETHING UNLESS YOU CAN EXPLAIN IT TO YOUR GRANDMOTHER.

- Follow the guidance closely;
  - everything you need to submit a competitive application is in the Program Guidance;
  - Q and A

- Address all Review Criteria

- Request a Funding Preference if your organization qualifies.

- Have an “outsider” read the application (narrative, budget, attachments) with the guidance in hand.

- Submit!
Finally, Food for Thought.
Thank you!

Donna Newchurch

donna@newchurchassoc.com
Thank you!