



Texting for Better Care

Request for Proposals
October 2013



IMPORTANT DATES

Bidders' Webinar:

12:00pm

October 30, 2013

Application Deadline:

5:00pm

November 22, 2013

Online Voting:

December 2 - 9, 2013

Award Announcement:

January 10, 2014

Frequently Asked Questions

Submissions:

Please submit the following online through the CCI website by 5 p.m. on Friday, November 22nd:

<http://www.careinnovations.org/programs-grants/grants/>

1. Texting for Better Care Application Form
2. Texting for Better Care Narrative
3. Texting for Better Care Budget
4. Documentation of Tax Status

Eligibility Criteria:

Clinic corporations, ambulatory care clinics at public hospitals owned and operated by public hospitals (either at the hospital or in the community), and other California-based nonprofit health centers that provide comprehensive primary care services to primarily underserved populations are eligible to apply. Regional clinic consortia are eligible to apply if they play a coordinating role with their clinic members. Health Plans that are interested in this opportunity will need to coordinate with an eligible, local clinic.

Organizations must be a nonprofit and tax-exempt organization under 501(c)(3) of the Internal Revenue Service Code (IRC) or a governmental, tribal, or public entity. Examples of eligible organizations that comprise the safety net include:

- Free-standing community clinics and health centers
- Ambulatory care clinics which are part of public hospital systems either located in the public hospital or out in the community
- Primary care health centers (including those sponsored by Public Health departments)
- American Indian Health Centers
- Regional clinic consortia

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REQUEST FOR PROPOSALS

Texting for Better Care

a joint effort of CCI and the Blue Shield of California Foundation

Background

Safety net health care organizations are developing new ways to reach and engage patients in their care. As 2014 approaches, bringing an influx of newly insured patients, providers are exploring technology and mobile health solutions that will allow them to meet this demand. Mobile phone use is widespread across the US at all income levels and the use of smart phones is rapidly increasing as well. While some organizations have previously used texting campaigns to reach patients with health education information, texting remains an underutilized tool to increase access and improve care. Health care organizations are interested in moving beyond health education to explore, for example, how texting can be used as a care management tool, for medication adherence, for patient monitoring, as an appointment reminder system or to reduce no show rates. Many safety net organizations see the potential for texting solutions to improve care; however few have developed sustainable, scalable models.

We can look to analogous models in developing countries for inspiration where texting solutions have demonstrated improvements in access and care. Similar to the safety net, they were developed to serve vulnerable populations in resource limited environments. These models share criteria that make them successful pilots, including involvement of end-users from concept to completion; relevance and responsiveness to local needs and conditions; ease and simplicity of use; immediacy of information and access in real-time; patient incentives and rewards; integration with existing workflow and IT systems including e-mail and electronic medical records¹.

At the CCI Safety Net Innovation Network meeting in April, 2013, there was significant interest from the participants in exploring viable models for texting. We would like to support that momentum to identify relevant use cases for texting in the safety net, learn from these models, and collect the data needed to scale them more broadly. This opportunity will provide seed funding to develop innovative texting models that have high leverage, will make a significant impact on patient engagement or care delivery and can be spread to other organizations across the safety net.

¹ Leach-Lemens, Carole. Using mobile phones in HIV care and prevention. *HIV & AIDS Treatment in Practice*, 137 (May 2009); USAID mHealth Working Group Inventory of Projects, 2013; African Strategies for Health Project. *mHealth Compendium*, Vol. 2, Technical Report. USAID, May 2012; J. Lester Feder. Cell-Phone Medicine Brings Care To Patients In Developing Nations. *Health Affairs*, 29, no.2 (2010):259-263; Krishna, et. al. Healthcare via Cell Phones: A Systematic Review. *Telemedicine and e-Health*, 15, no.3 (2009):231-240

Program Details

In order to revolutionize health care for underserved communities, we must develop new ways to meet patients' health care needs outside of the four walls of a clinic. Widespread use of mobile phones makes them an ideal technology to engage patients more deeply in their care. According to the Pew Internet & American Life Project, as of May 2013, 91% of American adults have a cell phone and this rate is not significantly different by income, race or education attainment.

CCI, with funding from the Blue Shield of California Foundation, will support safety net health care organizations with grants of up to \$30,000 to develop scalable models for texting that will increase access or improve care delivery and can be spread to other organizations.

WHAT WE'RE LOOKING FOR

All projects must be able to clearly articulate the following components of their model:

- Identify a patient need that texting can help solve
- Identify a specific patient population to target for the texting program
- Identify a plan for how you will engage an IT partner to roll out a texting program (i.e. utilize the texting capabilities of the current EHR system, partner with a third-party texting company, or clarify whether you need help to identify a solution provider)

In addition, we expect all selected grantees to:

- Develop the necessary policies to effectively engage patients in texting programs
- Implement texting program with a specific patient population for at least 75 patients
- Work closely with an evaluator to evaluate impact of the texting program on participating patients
- Clearly document the implementation model and relevant lessons so other safety net organizations can easily adopt the models
- Develop a plan for how to sustain these services if the pilot is successful

Successful models will be disseminated through CCI's Safety Net Innovation Network.

ONLINE VOTING

CCI staff will review applications and will ask the larger safety net field to vote on the projects they are most interested in seeing developed and spreading to their organizations. While not every organization currently has the capacity to implement a texting program, we anticipate in the future that texting will be a useful tool for engaging patients and want to ensure the selected grantees are testing use cases that are of interest to a larger population. Eligible applications to this program will be showcased on CCI's website and voting for projects will take place from December 2 - December 9, 2013.



What resources will be provided?

Successful applicants will receive one year grants of up to \$30,000 to develop scalable texting models. Technical assistance will also be available throughout the grant period to assist with vendor selection, design of the program, and evaluation. CCI will also work with an external evaluator to capture and share information that will promote successful models and encourage spread to other organizations.

Who's eligible to apply?

Clinic corporations, ambulatory care clinics at public hospitals owned and operated by public hospitals (either at the hospital or in the community), and other California-based nonprofit health centers that provide comprehensive primary care services to primarily underserved populations are eligible to apply. Regional clinic consortia are eligible to apply if they play a coordinating role with their clinic members. Health Plans that are interested in this opportunity will need to coordinate with an eligible, local clinic.

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What's the application process?

Interested organizations are encouraged to participate in an Informational Conference Call/Webinar:

STEP 1 | BIDDERS' WEBINAR/CONFERENCE CALL (optional)

12:00pm October 30, 2013

Please register for this webinar at:

<https://cc.readytalk.com/r/n5sc77x81ehw&eom>

For the audio portion only, please use this information:

Dial-in number: 866-740-1260

Pass code number: 5617817

STEP 2 | APPLY ONLINE

Your proposal and budget must be submitted online to CCI by 5 p.m. on Friday, November 22, 2013.

<http://www.careinnovations.org/programs-grants/grants/>

Please use size 11pt font or larger and margins no smaller than 1 inch when writing your 3-page maximum narrative. Proposals will be reviewed by CCI and will be voted on by the field. Awards will be announced on January 10, 2014.

STEP 3 | ONLINE VOTING

Eligible applications to this program will be showcased on CCI's website at:

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Proposal Questions

Please answer the following questions in 3 pages or less, using at least 11 point (non-narrow) font and at least 1 inch margins

1. What is the problem or issue your texting solution would address? Describe the type of patient(s) that you are most interested in engaging with this program and how the problem or issue is relevant to the needs of your patient population and your organization's strategic priorities?
2. Describe your texting solution and the work that would be done in this proposed project. Please describe any work that has been completed or is underway to support this project, including who is involved, what systems are in place, and any existing vendor relationships.
3. Please describe how you would evaluate the impact of the texting program (include metrics you would be interested in tracking). Also, please explain how (and to whom) you would make a case to sustain these services after the 12-month grant if they prove to be valuable.

A joint effort of



Center for Care Innovations (CCI) is a vital source of ideas, best practices and funding for California's health care safety net. By bringing people and resources together, we accelerate innovations for healthy people and healthy communities.
www.careinnovations.org

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