

2009 Call for Proposals—Round 2

Brief Proposal Deadline

June 3, 2009



Robert Wood Johnson Foundation

Project HealthDesign

Rethinking the Power and Potential of Personal Health Records

Purpose

Project HealthDesign: Rethinking the Power and Potential of Personal Health Records is a \$10-million national program funded through the Robert Wood Johnson Foundation's (RWJF) Pioneer Portfolio. In this second round of funding, Project HealthDesign will seek to test whether and how information about patterns of everyday living can be collected and interpreted such that patients can take action and clinicians can integrate new insights into clinical care processes.

Eligibility Criteria

Applicants may be either public entities, nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations as defined under Section 509(a), or for-profit entities.

Each team must include a clinical practice partner. Clinical practices could include, but are not limited to, individual or group physician practices, nurse-managed clinics, federally qualified health centers, public health clinics, school-based clinics or hospital-based clinics. Grantee teams may also include informatics professionals, clinicians and experts in design, evaluation and behavioral science. Technical expertise may reside in the team or be acquired through subcontracting to commercial vendors, PHR platform service providers and clinical information technology departments.

Selection Criteria

Proposals will be selected for funding through a two-stage process. Applicants will initially submit brief proposals, which will be screened and rated by Project HealthDesign's national program office, RWJF staff and the program's national advisory committee on each of the following selection criteria:

- Potential health impact
- Vision
- Technical approach
- Qualifications of the team
- Feasibility and viability
- Patient and clinician engagement
- Evaluation design
- Partner commitment
- Commitment to the program

Total Awards

- A total of \$2.4 million is available. We anticipate grants of up to \$480,000 each will be awarded to five applicants for 24-month projects.

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Key Dates and Deadlines

- **April 29 and May 7, 2009 (both 2 p.m. ET)**
Optional Web conferences for potential applicants.
- **June 3, 2009 (2 p.m. ET)**
Deadline for receipt of brief proposals.
- **July 20, 2009**
Select applicants notified if invited to submit full proposals.
- **September 1, 2009 (2 p.m. ET)**
Deadline for receipt of full proposals.
- **December 1, 2009**
Project start date.
- **December 16, 2009**
First design workshop.

Inquiries

Information on the program, eligibility criteria and the proposal process, including a list of frequently asked questions, are available on the program's Web site at www.projecthealthdesign.org/faq.

www.projecthealthdesign.org

We encourage all applicants to read the complete details about the program found in the call for proposals brochure at www.rwjf.org/cfp/projecthealthdesign.

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

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.



How to Apply

This program only accepts proposals submitted through the RWJF Grantmaking Online system.

Additional information may be obtained by contacting:

Gail Casper, R.N., Ph.D., *deputy director*

Project HealthDesign

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www.projecthealthdesign.org