



Request for Proposals **Medical Practice Support Needs**

> Program Overview / Background

The Physicians Foundation is committed to developing and disseminating resources that support physicians in the full range of practice settings. As more physicians choose to be in employment type arrangements as an alternative to independent practice, membership and professional organizations, such as medical societies must develop innovative programs that are of value to physicians regardless of their practice type.

Through a new grantmaking program, outlined in this request for proposals, the Foundation will support approaches and models that are piloted by medical societies and other organizations that respond to the needs of all physicians for information, education, advocacy and support to assist them in their care of patients.

Objective

The Foundation seeks to identify promising ideas, programs and tools that address the needs of physicians in multiple practice settings and offer solutions and practical tools to help them maintain success within their ideal practice setting.

Priorities

Competitive proposals will focus on programs with an established record of success in helping physicians that can be expanded, improved and easily implemented in other geographic locations. The Foundation is also interested in new and unique ideas, including conceptual projects that seek to reposition the professional society, in light of the changing face of medical practice, to be relevant, nimble and capable of meeting the needs of physicians now and into the future, especially with respect to education and advocacy. It seeks to fund pilot, demonstration or replication programs that will produce useful, relevant and easily transportable tools and ideas.

Projects should be forward-looking, taking into account new regulations and requirements that are likely to be implemented through the Affordable Care Act, public and private rules and regulations, and other economic and practical considerations. Programs should be consumer-oriented and address the needs of physicians in one or more practice type arrangements. For example, the Foundation would like to

understand how the concept of alignment of interests between physicians and hospitals can better serve patients. We are interested in models in which such alignment has shown demonstrable and quantifiable benefits in which a medical society played or can play a key role in representing physician interests.

Proposals should seek to address the following questions:

- ◆ What programs or services can a professional society, such as a state medical association, provide to employed doctors that their employer does not already provide?
- ◆ What type of advocacy focus is needed for employed physicians versus independent practice physicians and are there conflicts of interest in topical areas or objectives? If so, what are these conflicts and how can they be addressed?

Successful projects will include an evaluative component in which physicians are surveyed to determine the cost/benefit of the intervention/program/service to the physicians. The Foundation believes that the satisfaction of physicians is an important factor in determining the success or failure of a project.

> Eligibility Criteria

Applicant organizations must be:

- a. Tax exempt under section 501(c)(3) of the Internal Revenue Code or educational institutions
- b. Not a private foundation as defined in IRC section 509 (a)
- c. Located in the United States

> Selection Criteria

Selection will be based on the following:

- a. Alignment with objectives discussed in this RFP.
- b. Demonstrated knowledge and experience in the field of physician support.
- c. Demonstrated knowledge and experience working directly with physicians.
- d. Presentation of a detailed plan and timeline for accomplishing the project objectives, with realistic expectations, clearly defined outcomes and assigned resources.
- e. Presentation of a plan for evaluation that defines desired short- and long-term outcomes and steps to collect data for measurement of progress towards those outcomes.
- f. A well-justified budget derived from a clear and compelling understanding of resources needed to carry out the project successfully.
- g. Demonstration of replicability at a reasonable cost in terms of dollars and efficient use of human resources.

> Grant Size

Grant size will range depending on the size and scope of the project. The Foundation expects demonstration project budgets to be less than \$100,000. No more than 15% of grant funds may be allocated to general administrative purposes or indirect project expenses. Grants are available for projects up to two years in length. A limited number of grants will be made.

> Evaluation & Monitoring

Projects should have a plan for evaluation that defines desired short- and long-term outcomes and steps to collect data for measurement of progress towards those outcomes. In addition, projects should incorporate processes for collecting feedback from physicians and assessment of ongoing work that will allow for mid-course corrections if necessary. Grantees are expected to meet requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management. Project directors may be asked to participate in telephone or in-person meetings and give progress reports on their work.

> Use of Grant Funds

Grant funds may be used for the following expenses: project staff salaries and benefits, consultant fees, data collection and analysis, meetings, supplies, project-related travel and other direct project expenses. According to the Foundation's policy, grant funds may not be used for any of the following:

- Unrestricted general operating expenses
- Ongoing programs, or existing staff, unless their time is being redirected to a new project
- Payment for services of a fiscal agent
- Endowment funds
- Religious purposes
- Fundraising activities or events (e.g. annual fund drives, phone solicitations, benefit tickets)
- Capital expenditures by the grantee (e.g. repairs, equipment, etc)
- Lobbying or political activities
- Activities related to litigation, arbitration or other dispute resolution
- Medical education at the undergraduate or residency training levels
- Research that is not practice-based
- Medical research or animal research
- Research and/or development of drugs or medical devices
- Any activity inconsistent with the Foundation's status as a 501(c)(3) charitable organization

> How to Apply

Applicants who believe they qualify based upon these RFP guidelines and funding priorities are invited to submit a concept paper for the Board of Directors' consideration. To submit a concept paper, download the application form and concept paper instructions from the Foundation's website, www.physiciansfoundation.org. Concept papers must be complete and submitted with all required attachments in order to be considered for further consideration. Please follow the proposal instructions closely and contact the Foundation's office if you have questions.

> Application Deadlines

Concept papers for Medical Practice Support Grants may be submitted at any time; however, to be reviewed for the first cycle of grantmaking they must be received by March 1, 2012. If a full proposal is requested, deadlines will be outlined in the request for proposal letter. Successful concept paper applicants will receive an invitation to submit a full proposal by May 1, 2012.

> Program Contacts

Questions about this RFP or the Foundation in general should be addressed to Mo Reed-McNally, Program Officer, mreedmcnally@gmafoundation.com or 617-391-3093.

> Timetable

RFP Release Date: February 1, 2012

Concept Papers Due: March 1, 2012

Decisions to Invite Proposals: May 1, 2012

> About The Physicians Foundation

The Physicians Foundation is a nonprofit 501(c)(3) organization that seeks to advance the work of practicing physicians and to improve the quality of healthcare for all Americans. It pursues its mission through a variety of activities including grantmaking, research and policy impact studies. Since 2005, The Foundation has awarded numerous multi-year grants totaling more than \$28 million. In addition, The Foundation focuses on the following core areas: health system reform, health information technology, physician leadership, workforce needs and pilot projects. As the health system in America continues to evolve, The Physicians Foundation is steadfast in its determination to foster the physician / patient relationship and assist physicians in sustaining their medical practices during this evolution. For more information, visit www.PhysiciansFoundation.org.