



Request for Applications

Executive Summary

Who: The Wake Forest School of Medicine and Atrium Health System Center for Healthcare Innovation (CHI), supported by the Department of Internal Medicine (IM), Wake Forest School of Medicine.

What: Annual innovation incubator, competition, and accelerator for solutions pertaining to home-based chronic disease management and prevention.

When:

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| • April 2022 | RFA released |
| • June 3, 2022 | Applications due |
| • July 8, 2022 | Semi-finalists chosen and announced |
| • July/Aug 2022 | Initial Idea Incubator with CHI and co-sponsors
Location: Virtual/Bailey Power Plant, W-S, NC |
| • Aug/Sept 2022 | Final Idea Incubator with CHI and co-sponsors
Location: Virtual/Bailey Power Plant, W-S, NC |
| • Oct. 14–16, 2022 | Launch 2022 Finals
Location: The Ballantyne, Charlotte, NC |
| • Nov 2022–June 2023 | Launch 2022 Innovation Accelerator |
| • July 2023 | Launch 2022 Innovation Implementation |

Why: To improve and augment chronic disease management and prevention for patients and clients within the Atrium Health System, utilizing new care models and technologies that are implemented in a home environment.

Host

Center for Healthcare Innovation: The CHI accelerates the translation of medical discoveries into healthcare systems and wellness programs in order to increase efficiency and improve health outcomes. The CHI pursues projects of all kinds—new care models, practices, products, or systems—that accelerate the translation of discovery directly into the clinical care and wellness environment. Efforts are focused on innovations that have potential to make a substantial impact on patient care or human health and wellness, commercial value notwithstanding. Medical innovations are moved into the clinical setting faster by streamlining the translation process and providing resources—such as clinical service line “laboratories”, personnel, digital health expertise and funding—needed to integrate research findings into patient care.

Co-Sponsor

Internal Medicine: The Department of Internal Medicine’s Learning Health Systems (LHS) Program aims to advance the department and health system’s mission of fostering Atrium Health Wake Forest Baptist’s growth as a preeminent learning health system. LHS work focuses inwardly to improve healthcare access, processes, quality, safety, and the patient experience for internal medicine patients, and outwardly to obtain learning health system grants.

Purpose of this Specific RFA

To improve and augment chronic disease management and prevention through virtual care at any location throughout the Atrium Health System, utilizing care models and technologies that involve assessment and/or treatment provision within a patient or client’s home environment.

Application and Selection Process

Any group of Atrium Health team members may apply. Teams are encouraged to include individuals with varying functional areas of expertise. For example, medical providers and trainees, advanced care providers, nurses, case managers, pharmacists, allied health professionals, data scientists, implementation scientists, business manager, etc. If selected for the final competition phase, 3 of the team members will represent the team at the Launch 2022 finals.

Project ideas should be generalizable beyond the specific location of the team members to address larger health system opportunities related to chronic disease management and prevention in the home environment. Project idea examples include (but are not limited to) developing an app, creating a new care model, designing a medical device, determining a new application of technology, implementing a care model in the home in collaboration with local clinicians, etc. Applications should be submitted via the REDCap form by June 3, 2022. Approximately 6 teams will be chosen and notified by July 8, 2022 to continue in the program. The multi-disciplinary selection team will be comprised of members from CHI and IM. Projects will be scored based on

their novelty, potential for impact, likelihood of being ready for implementation, and plans for sustainability.

Representatives from Launch 2022's host and co-sponsor will meet with teams between July and September of 2022 to refine the team's ideas and assist preparation for a live pitch weekend at the Launch 2022 Finals.

Launch 2022 Finals

The program will kick off at a weekend retreat at the Ballantyne in Charlotte, NC from October 14-16, 2022. Expenses, including lodging and meals, for participants will be paid by the competition host. Project teams will meet Friday afternoon, and then on Friday evening will pitch their ideas to the larger group. Three projects will be selected to go forward for further development on Saturday and Sunday. Team members whose projects are not chosen to advance will join the selected teams to advise them during the competition. Also, in attendance will be "consultants" from the health system in the areas of information technology, data management, quality improvement, clinical operations, and/or administration to provide feedback to teams regarding feasibility, data availability, etc. Saturday evening will be devoted to a reception for all attendees. On Sunday morning, teams will present their projects to a group of judges, comprised of executive leaders within Atrium Health, who will choose the winning project.

Launch 2022 Grand Prize

The winning team will be awarded \$55,000 to work over the next 8-9 months to develop and pilot their idea. Representatives from the CHI and IM will provide support for the teams as needed, with planned implementation of the project in July 2023.

Benefits of Participation

Participation in the competition will serve as a professional development activity for promotion purposes, with additional benefits for those who lead or are a part of the winning team. Participants will find interprofessional collaboration with colleagues from across the Atrium health system to be an informative and stimulating experience with significant positive impacts on the value of care provided across the institution. All participants will enjoy the lovely setting of the weekend retreat at the Ballantyne. The retreat will include dedicated leisure time (i.e., no working on projects!) for attendees to enjoy Saturday afternoon with their families and a catered reception on Saturday evening.

[Click here to submit your application >>](#)