



## Request for Applications

### Executive Summary

**Who:** The Wake Forest School of Medicine Center for Healthcare Innovation (CHI).

**What:** Annual innovation incubator, competition, and accelerator for solutions pertaining to clinician satisfaction, burnout, and efficiency. This can be focused on providers, nurses, or any clinical frontline workers.

### **When:**

- March 1, 2023 **RFA released**
- March 31, 2023 **Applications due by 11:59pm**
- May 1, 2023 **Semi-finalists chosen and announced**
- May/June 2023 **Initial Idea Incubator with CHI and co-sponsors**  
Location: Virtual/Bailey Power Plant, W-S, NC
- Aug 2023 **Final Idea Incubator with CHI and co-sponsors**  
Location: Virtual/Bailey Power Plant, W-S, NC
- Sept 29 – Oct 1, 2023 **Launch 2023 Finals**  
Location: The Kimpton Cardinal and Bailey Power Plant, Winston-Salem, NC
- Nov 2023 – June 2024 **Launch 2023 Innovation Accelerator**
- July 2024 **Launch 2023 Innovation Implementation**

**Why:** To improve clinical provider and staff well-being within the Atrium Health System, utilizing new care models and technologies that are implemented to improve clinician satisfaction, burnout, and efficiency.

### Host

**Center for Healthcare Innovation:** The CHI accelerates the translation of medical discoveries into healthcare systems and wellness programs 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.

### Purpose of this Specific RFA

To improve clinical provider and staff well-being within the Atrium Health System, utilizing new care models and technologies that are implemented to improve clinician satisfaction, burnout, and efficiency.



### **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 2023 finals.

Project ideas should be generalizable beyond the specific location of the team members to address larger health system opportunities related to clinician satisfaction, burnout and efficiency. Project idea examples include (but are not limited to) developing an app, determining a new application of technology, implementing a care model to increase efficiency for clinicians, etc. Applications should be submitted via the REDCap form by March 31, 2023, at 11:59pm. The REDCap form will not be accessible for applications after the deadline. Approximately 4 teams will be chosen and notified by May 1, 2023, 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 using the criteria below.

- **Innovation/Novelty:** utilizing new care models and technologies that are implemented to improve clinician satisfaction, burnout, and efficiency within the Atrium Health System.
- **Feasibility:** Can this be tested and implemented in their defined cohort during the allotted time frame (November 1, 2023 – June 30, 2024).
- **Scalability:** Is this a solution that can cost-effectively be scaled across the health system within their population or to adjacent populations starting July 2024.
- **Impact 2025 Alignment:** Did they identify their project to meet any of the 9 strategic priority areas?
- **Pitch Presentation:** If selected, below are the areas of focus to include in presentation.
  - **Problem:** What is the problem this project addresses?
  - **Evidence:** What evidence can you cite that links this to improving and augmenting chronic disease management and prevention.
  - **Innovation and Value:** How will the project add innovation and value to our institution?
  - **Resources Needed:** Stakeholders, time, personnel, other resources.
  - **Implementation Plan:** How will the project be implemented over the next year?
  - **Evaluation:** How will you measure the project's success?

Representatives from Launch 2023's host and co-sponsor(s) will meet with teams between May and August of 2023 to refine the team's ideas and assist preparation for a live pitch weekend at the Launch 2023 Finals.



### **Launch 2023 Finals**

The program will kick off at a weekend retreat at the Kimpton Cardinal Hotel and Bailey Power Plant in Winston-Salem, NC from September 29 – October 1, 2023. 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 each do a 10-minute pitch of their ideas to the larger group. The four projects will then go forward for further development, using Friday night pitch feedback, in workshops on Saturday. 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 do a longer 20-minute presentation of their projects to a group of judges, comprised of executive leaders within Atrium Health, who will choose the winning project.

### **Launch 2023 Grand Prize**

The winning team will be awarded \$50,000-\$75,000 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 2024.

### **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 Kimpton Cardinal Hotel and Bailey Power Plant. 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.

<https://redcap.link/2023LAUNCHApplication>

If you have any questions, please email Renee Woodard 336.716.8515 or [Renee.Woodard@wakehealth.edu](mailto:Renee.Woodard@wakehealth.edu).