



Request for Applications

Executive Summary

Who

The Wake Forest University School of Medicine Center for Healthcare Innovation (CHI), co-sponsored by Advocate Enterprise Population Health Services.

What

Annual innovation incubator, competition, and accelerator for innovative solutions and enablement strategies to impact patient reported outcomes related to healthcare access specifically getting timely and needed care. Innovative solutions need to be focused on at least one of the following areas:

- 1) **Getting Timely Care, Appts & Information:** Refers to a practice's ability to quickly provide care after recognizing a need. The timelier a provider, the better their patients' health outcomes – and levels of engagement.
- 2) **Getting Needed Care:** The Getting Needed Care measure evaluates patients' satisfaction with how easy it was for them to get needed care and see specialists. This is self-reported by patients and collected annually as part of the Consumer Assessment of Healthcare Providers Systems (CAHPS®) Survey.

When

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| • March 1, 2024 | RFA released |
| • April 12, 2024 | Applications due by 11:59pm |
| • May 10, 2024 | Finalists announced |
| • May/June 2024 | Initial Idea Incubator with CHI and co-sponsors <ul style="list-style-type: none">▪ Location: Virtual |
| • August 2024 | Final Idea Incubator with CHI and co-sponsors <ul style="list-style-type: none">▪ Location: Virtual and/or Finalists locations |
| • October 11 -13, 2024 | Launch 2024 Finals <ul style="list-style-type: none">▪ Location: Journeyman Hotel, Milwaukee, WI |
| • Nov 2024 - June 2025 | Launch 2024 Innovation Accelerator |
| • July 2025 | Launch 2024 Innovation Implementation |

Why

To improve patient reported outcomes related to healthcare access, specifically getting timely and needed care within the Advocate Health System.



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 could substantially impact 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-Host

Population Health: Advocate Enterprise Population Health Services is focused on expanding access to equitable care, improving quality and outcomes, and lowering the cost of care to more than 2.3 million patients across the Advocate market. We leverage the expertise, innovation, and scale of Advocate Health in value-based care across diverse, community-based health system environments and communities that include Medicaid, Medicare, and commercial insurance in order to elevate the standard for health care and help providers succeed in value-based care. Advocate PHSO fosters collaboration between independent and employed providers by supporting networks that are inclusive of both and integrates advanced population health analytics, network management, care management, patient engagement and quality support to help providers and provider networks excel in value-based care.

Purpose of this Specific RFA

To develop innovative solutions and enablement strategies to impact patient reported outcomes related to healthcare access specifically getting timely and needed care. Cultivating patient loyalty through developing deep and lasting partnerships improves patient outcomes and fosters opportunities for new businesses and services that are important to our community.

Application and Selection Process

Any group within the Advocate Health System may apply. Teams are encouraged to include individuals with varying functional areas of expertise and different markets. 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 2024 finals.

Project ideas should be generalizable beyond the specific location of the team members to address larger health system opportunities related to patient outcomes. 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 April 12, 2024, 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 10, 2024, to continue in the program. The multi-disciplinary selection team will be comprised of members from CHI and Population Health. 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.

- 1) **Innovation/Novelty:** Solutions and enablement strategies to impact patient reported outcomes related to healthcare access specifically getting timely and needed care in the Advocate Health System.
- 2) **Feasibility:** Can this be tested and implemented in their defined cohort during the allotted time frame (November 1, 2024 – June 30, 2025).
- 3) **Scalability:** Is this a solution that can cost-effectively be scaled across the health system within their population or to adjacent populations starting July 2025.
- 4) **Population Health Alignment:** Did they identify their project to meet any of the Population Health strategic priority areas?
 - a. Drive Patient Centered, equitable care models and access.
 - b. Achieve Operational Excellence, including productivity and ROI models.
 - c. Create an integrated, scaled enterprise value-based care platform, including collaboration with cross continuum operations.
- 5) **Collaboration:** Bonus points will be awarded to the teams for each additional market (Wake, Atrium, Aurora, Advocate) represented by team members, beyond the market represented by the Team Leader.
- 6) **Pitch Presentation:** If selected, below are the areas of focus to include in the presentation.
 - a. **Problem:** What is the problem this project addresses?
 - b. **Evidence:** What evidence can you cite that links this to improving and augmenting patient reported outcomes.
 - c. **Innovation and Value:** How will the project add innovation and value to our institution?
 - d. **Resources Needed:** Stakeholders, time, personnel, other resources.
 - e. **Implementation Plan:** How will the project be tested, built, and implemented over the next year?
 - f. **Evaluation:** How will you measure the project's success?



Representatives from Launch 2024's host and co-sponsor(s) will meet with teams between May and August of 2024 to refine the team's ideas and assist preparation for a live pitch weekend at the Launch 2024 Finals.

Launch 2024 Finals

The program will kick off at a weekend retreat at the Journeyman Hotel in Milwaukee, WI, from October 11 – October 13, 2024. Expenses, including lodging and meals, for participants will be paid by the competition host. Project teams will arrive and check into the Journeyman Friday evening. On Saturday, the four projects will participate in workshops for final development, using pitch feedback from the second incubator meeting. 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 a 20-minute pitch of their projects to a group of judges, comprised of executive leaders within Advocate Health System, who will choose the winning project.

Launch 2024 Grand Prize

The winning team will be awarded \$50,000-\$70,000 to work over the next 8-9 months to develop and pilot their idea. Representatives from the CHI and Population Health will provide support for the teams as needed, with planned implementation of the project in July 2025.

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 Advocate 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 Journeyman Hotel. The retreat will include dedicated leisure time for attendees to enjoy Saturday afternoon, allow teams to finish their final pitch, and a catered reception on Saturday evening.

Application Link: <https://redcap.link/LAUNCH2024>

All questions, please email Renee Woodard (Renee.Woodard@wakehealth.edu).