2019 Request for Applications
Evidence to Implementation Award

PRE-PROPOSAL DUE Friday, December 13th 2019

This AWARD is intended for investigators who:

• Have developed a successful innovation (care model, behavioral/health intervention, digital innovation, etc.) that meets a specific demand in healthcare or the community and has the potential for significant impact
• Are committed to disseminating and implementing their work broadly in practice
• Are willing to work with the Dissemination and Implementation (D&I) Launchpad Team in developing materials, and delegate when necessary to support implementation
• Are open to have their implementation materials disseminated and marketed publicly, such as posting on the HIPxChange: https://www.hipxchange.org/
• Are willing to be show-cased / spotlighted
• Are willing to provide impact metrics for at least three years after the award is completed
• Are working/ willing to work with stakeholders, partners or purveyors through funding from the award to ensure the innovation’s sustainability

The UW Institute for Clinical & Translational Research (ICTR) is committed to supporting the translation of research into practice. Specifically, ICTR aims to develop targeted implementation support for high-demand research through D&I Launchpad Program. In support of this aim, the purpose of this award is to facilitate and expedite the transfer or commercialization of evidence-based practices, interventions, and innovations to appropriate end-users.

Definitions:

• Dissemination is the targeted distribution of information and intervention materials to a specific audience. The intent is to spread knowledge regarding an associated evidence-based intervention.
• Implementation is the use of strategies to adopt and integrate evidence-based health interventions, and change practice patterns within specific settings.
• ICTR-CAP D&I Launchpad Program is a consultation service that provides resources to increase use of evidence-based research in practice. Service areas include education and training, research consultation, communication/translation packaging, and implementation support. For more information, please visit: https://ictr.wisc.edu/dissemination-implementation/

This award supports the creation of a Launchpad Package to support the dissemination and implementation of the evidence-based intervention or innovation. The elements of the Launchpad Package will be unique to each project, but may include a business plan - value proposition, marketing, sales, financials, intellectual property review, and memorandum of understanding (MOUs), and the necessary tools and materials to support it.

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Award:
This award includes up to $75,000 in direct costs, in addition to substantial in-kind D&I Launchpad Program resources for up to 18 months.

- This award is intended to disseminate/implement innovations generated, at least in part, by researchers at UW-Madison or Marshfield Clinic Research Institute.
- Successful awardees will be given priority consideration for extended implementation support through ICTR-CAP’s D&I Launchpad Program.
- A small test and evaluation of the Launchpad Package will be included in the activities of the award.
- Matching funds and/or in-kind support from applicant’s department is a positive contribution.
- All activity under this award is subject to the University and Wisconsin Partnership Program policies as delineated in the Memorandum of Understanding.

Furthermore:
- Developing a successful Launchpad Package requires researchers’ input. Thus, this award is intended to support Principal Investigator (PI) time to participate in this iterative process.
- This award provides direct-support and in-kind resources from the ICTR-CAP D&I Launchpad team. The D&I Launchpad team will work closely with the applicant through the award period. In-kind support will include development of branding, marketing materials, tool-kits, training materials, etc., as part of the business plan. At the end of the E2I award period, the goal is to disseminate the innovation. This may be accomplished either by the University itself disseminating the innovation. Alternatively, if the University determines that the dissemination goals could be more effectively and efficiently accomplished by an external party, the University could authorize a third party to disseminate the innovation in a manner consistent with university policies and practices.
- Expectations for applicant participation, as well as D&I Launchpad team participation, will be specified in a mutually agreed upon work plan with milestones. Funding and in-kind support will be predicated on milestone accomplishment.
- The budget proposal will be developed in consultation with the ICTR-CAP D&I Launchpad team, and in-kind support from D&I Launchpad Program will be detailed in the budget.
- Length of award will be determined based on start-date and Launchpad Package proposed and developed in conjunction with the D&I Launchpad team, but will not exceed 18 months.
- No-Cost extensions will not be considered.

Applicant Eligibility:
This award is intended to support the dissemination and implementation of innovations generated by researchers at UW-Madison or Marshfield Clinic Research Institute.

- The PI must have faculty or scientist status at UW-Madison or Marshfield Clinic Research Institute (either sole or joint appointment).
- PI must be motivated to see their research implemented in practice and willing to work in tandem with D&I Launchpad team to develop the Launchpad Package through to implementation.

The PI for this award is not required to be the individual who conducted the evidence-based research, although the researcher contributing to the evidence should be a collaborator in the dissemination efforts.
**APPLICATION PROCESS AND COMPONENTS**

**STEP ONE:**
**Workshop:** Attend a workshop to review the Evidence to Implementation (E2I) Award. The workshop will review the intended processes, application needs, and award timelines. The workshop will also review the required components of the pre-proposal and application. This workshop will also review the restrictions on use of E2I and University funds. If you are unable to attend the workshop in person, please watch it live stream or post recording.

**STEP TWO:**
**Pre-proposal:** Pre-proposals must be submitted as a single PDF/Word document via email to di-launchpad@ictr.wisc.edu no later than December 13th, 2019. Please indicate that you either attended the workshop in-person, watched it live stream or watched the recording.

The pre-proposal should be no longer than 3 pages (Arial 11 point font, 1 inch margins). At a minimum, it should be an abstract of your project. It should also include Applicant’s Name, Departmental Affiliation, Position, and Contact information at the top. The following questions may be addressed in the pre-proposal to the best of your ability. We so understand that all questions may not have answers at the pre-proposal stage. Please number each response

1. What are the features & benefits of the innovation included in the core elements?
2. What problem or gap does this innovation solve?
3. What value does this innovation offer over current solutions?
4. What is the scientific merit / evidence base for this innovation?
5. Who are the target customers / adopters?
6. What is the evidence of demand by potential adopters?
7. Who has agreed to try or buy the innovation?

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8. What are the barriers to entry?
9. What is unique about the innovation?
10. Who are the competitors, and how are others solving the problem?
11. How does the innovation positively impact both population health and health of individuals?
12. Who will help the innovation in marketing and distribution?
13. What organizations have been identified as possible purveyors* or partners?
14. What financial and other resources are needed to make the innovation spread overtime?
15. How can the innovation generate revenue to be sustainable?
16. Is the innovation ready for implementation? What stages of development and testing has it gone through? What steps have been taken to prepare it for broad dissemination?
17. What experience and expertise does the team bring?
18. What experience can be applied to the steps that are needed to prepare the innovation for dissemination then launch it?

Additional information about these questions can be found in the Review Criteria portion of this RFA

*Purveyor - An organization that spreads an innovation through marketing and training others to adopt and implement that innovation. The purveyor provides technical assistance to maximize high-fidelity implementation and sustainability.

**STEP THREE:**

**Full Proposal Development:** Eligible applicants with pre-proposals that strongly align with the goals of this program and are within the scope of the award will be invited to move to Step Three. This step consists of meetings to provide support for application development. The ownership of the application and the process resides with the applicant. Applicants will be notified if they have been invited to advance to Step Three on December 20th, 2019

Joint team meetings with D&I Launchpad and PI / team will be scheduled between December 2019 and January 2020

Typically, multiple meetings are highly recommended, and at least one is required. The goals of the meetings (between applicant and D&I Team) are to:

1. Write or expand upon the responses to the seven questions in the pre-proposal, focusing specifically on understanding the demand by adopters, identifying a value proposition, and determining the mechanism for sustainable dissemination. These meetings will also identify what needs to be accomplished to ensure the innovation will be ready for dissemination. The budget and timeline associated with these steps will also be discussed. Lastly, the meetings will clarify who will accomplish those steps, and where the Launchpad will provide in-kind support. These meetings are designed to help the applicant develop the final application using the expertise of the D&I Launchpad team.
2. Develop key impact metrics that can be tracked for at least three years.

**STEP FOUR:**

**Final Proposal:** Final proposal must be submitted as a single PDF/Word document via email
D&I Council Review: The UW ICTR-CAP D&I Council will review the final applications and propose the funding recommendations to ICTR leadership. Prior to the meeting, the council will review the applications and generate a list of questions for each applicant. These questions will be consolidated by the D&I Launchpad team and emailed to the applicant. The applicant will have 48 hours to respond. These questions and responses will be reviewed during the Council Meeting.

APPLICATION REVIEW INFORMATION

1. A preliminary review of the pre-proposal will be conducted by the D&I Launchpad Manager for completeness and then forwarded to the D&I Launchpad Team.

2. A review of the pre-proposal will be conducted by the D&I Launchpad team to ensure the pre-proposals have strong alignment with the goals of this program. Successfully screened pre-proposals will be invited to move on to Step Three.

3. Application materials developed during Step Three will be submitted to the D&I Council. The D&I Council will review the final applications and make funding recommendation to ICTR-CAP leadership. The D&I Council members consist of UW-Madison faculty/staff and community members with expertise in healthcare, public health, and business. They represent individuals both inside and outside of academia. The final application will be written in a clear and simple tone, but some sections will require technical information.
   a. The D&I Council provides overall strategic direction for the D&I Launchpad program, ensure connectivity with healthcare and community organizations, advises on gaps, needs, changes, and opportunities occurring within the health system, and provides a real-world assessment and prioritization of interventions and products being considered for commercial (does not necessarily mean establishing a non-profit entity) development and implementation through ICTR-CAP’s D&I Launchpad Program.
   b. All applicants will receive de-identified reviewer comments.

Review Criteria: Proposals will be evaluated utilizing multiple criteria reflecting likelihood of long-term success with dissemination. These criteria are directly related to the seven questions in the pre-proposal. Successful projects will meet a specific demand in the health sector, offer a clear advantage for the implementing organization, have potential for substantial impact, and have identified a potential purveyor, whether that be inside or outside the University.

1) Features and benefits of the innovation describe the qualities of the innovation, the possible benefits of the innovation, what problems the innovation solves, how it matches with customer demand or expectations, and what costs and benefits it offers over current solutions.
   a. Does the innovation offer performance advantages compared to currently deployed solutions?
   b. Would the innovation create value for implementing organizations?
   c. Is the innovation evidence-based or has scientific merit?
2) **Demand/Adoption/Target Customer** shows the innovation meets priority need in a health-related sector; and identify the innovation addresses the gap.
   a. Has an “adopter” or a “first customer” been identified? Who has validated the need for the product or service and has agreed to try?
   b. Have one or more adopters or customers been involved in the development process, or is there third-party evidence that adopters or customers in the target market will purchase the innovation?
   c. Is there evidence of pre-existing demand, such as requests for innovation by potential adopters or Customers, web downloads related to the innovation, beta-test sites recruited for implementation, or use of the innovation?
   d. Have appropriate target customers been identified and do they see it as a need?

3) **Competition and barrier to entry** highlights the uniqueness of the innovation, and the potential to create an ongoing competitive advantage for both existing participants in the market and for potential new entrants. While patents offer one solution, there may be other ways of creating a sustainable competitive advantage, including licensing & certification, trademark, branding, and proprietary technology.
   a. What is unique or patentable about the product or service that represents a barrier to entry for potential customers?

4) **Potential for impact** is rated by the ability of the innovation to positively impact the health of individuals, significantly improve care processes, increase safety or efficiency for organizations, increase cost savings etc.
   a. What is the likelihood of the innovation to provide incremental benefits to a large audience in population health improvements, or substantial benefit to a subset of the population along with the likelihood of reaching the target audience?

5) **Sustainability - Dissemination & Implementation partners and purveyors** are associated with the marketing and distribution system that facilitates the implementation of innovation into practice. The researcher with assistance from the D&I Launchpad develops a case for a dissemination model that relies on partners and purveyors to manufacture, distribute, promote, sell, service, and support the users of the innovation.
   i. Are there people who are willing to help source the product?
   ii. Are there service channel partners who are willing to help take the product to new and additional customers? If so why are they willing (what is their value proposition to serve as dissemination partner/purveyor)?
   iii. Are the partners willing to collaborate with the researcher? These collaborations are optimized when roles and agreements are explicit, formal, and integrated. A higher score can be given if dissemination partners have statewide or nationwide reach.

6) **Sustainability – Financial expectations** display the extent to which the innovation’s benefits can be effectively spread and be maintained over time.
   i. Is the innovation feasible and acceptable to target audiences?
   ii. Can it become institutionalized within organizational or community settings?
iii. Does it have the potential for sustainable revenue model (transactional, third-party reimbursement, licensing, demonstrated cost-savings) that will allow dissemination to continue?

7) **Readiness for Implementation** has the following components:
   
   a. The Innovation/Product/Service needs to be close to “market ready.”
      
      i. Has the innovation gone through different product development stages?
      
      ii. What steps have been taken to prepare for broad dissemination?
   
   b. Investigator and team should have the expertise, resources, and ability to navigate challenges with partners and networks to optimize spread and uptake as evidenced by prior experience.

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