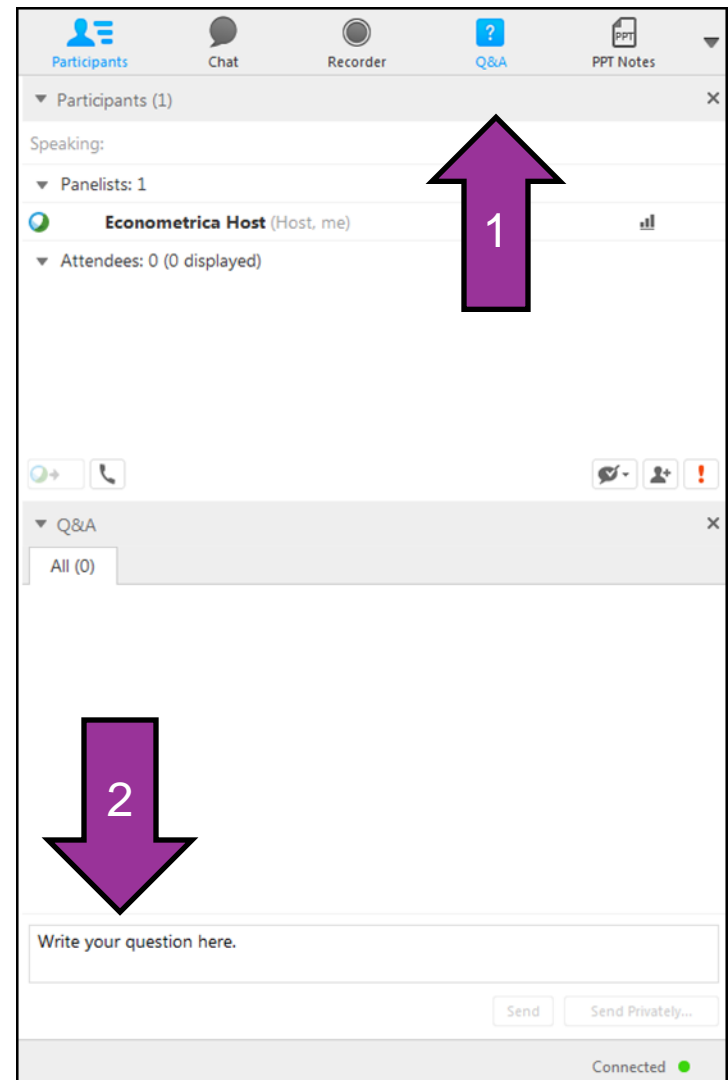# Housekeeping

- This Webinar is being recorded and will be made publically available on Monday, July 17, 2017 by 3:00 p.m. on HealthIT.gov

- All phone lines will be muted during the presentation

- If you have questions, please enter them into the chat log box or raise your hand
  - All questions will be answered in the form of an FAQ and be made publically available on HealthIT.gov

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How to Ask a Question

- If you have any questions during the presentation, please follow the instructions below.

- How to use the Q&A function:
    1. Make sure your Q&A function is enabled.
    2. Write your question to the panelists here.

- All questions will be answered in the form of an "FAQ" after the presentation is finished.

The FAQ responses will be available on: HealthIT.gov

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Additional Questions

If you have additional questions after today's webinar session, please direct them to the following email address:

ONC.Techlab@hhs.gov

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Speakers

Stephen Konya **Senior Innovation Strategist** **Office of Standards and Technology** **ONC**	**Yolonda Thompson-Teagle** **Grants Management Specialist** **Office of Grant Management** **ONC**
Lynnette Pair Young Program Coordinator Office of Grant Management ONC	Ashleigh Hughes WebEx Moderator

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Background

- June 30th, 2017: ONC released the following FOA – **Market Transparency Project for Health IT Interoperability Services**

- $250,000 in total available funding (1 award)

- Cooperative Agreement

- Period of Performance: 24 months total

- Letters of Intent due by July 17th, 2017

- FOA Applications due by July 31st, 2017

- Anticipated award date: September 13th, 2017

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Project Objectives

- To increase competitiveness and address remaining additional gaps in cost transparency around health IT interoperability services, by spurring the development of an industry-led marketplace transparency and awareness tool.
    - Some examples of industry-led, marketplace transparency resources available in other sectors include Glassdoor, TrueCar, Angie's List, Consumer Reports, and Yelp.

- The tool will serve as a publicly accessible online resource for the voluntary reporting, viewing, and comparison of crowdsourced cost data associated with the wide range of health IT interoperability services.

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FOA Timeline

Key Dates: Market Transparency Project for Health IT Interoperability Services Cooperative Agreement	
Activity	Date
FOA Publically Released	June 30th, 2017
Letters of Intent Due	July 17th, 2017
Application Period End	July 31st, 2017
Award Recipients Announced (Targeted)	September 13th, 2017
Award Period of Performance Begins (Targeted)	September 18th, 2017

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Key Task #1 – Complete and submit a final project plan

- The project plan of reference will be the applicant's initially proposed project plan from its application, with any revisions made as a result of discussions with ONC, which is incorporated in the award.

- Recipients will be required to track progress by collecting data about their activities and progress toward milestones and outcomes.

- The project plan and any subsequent modifications must be reviewed and approved by ONC.

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Key Task #2 - Complete market research on health IT interoperability services costs

- Create and execute a market research plan that encompasses geographic and organizational diversity, while incorporating an assessment of the unique needs of various potential stakeholders and eventual users of the online resource

- This market research is designed to aid in the recipient's development of the online resource.

- At a minimum, the research must evaluate the needs of ambulatory health care providers and those providing health IT services to that setting.

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Key Task #2 (continued) - Complete market research on health IT interoperability services costs

- Publication of a summary report, a form of which will be made publicly available, of the market research findings that will present and analyze the types of cost variables associated with health IT interoperability services. This research should:

  - identify and take into account the perspectives of various stakeholders involved in ambulatory settings that would benefit from having access to such information (i.e., physicians, healthcare CIOs, CFOs, contracting personnel, sales teams, EHR vendors, application developers, IT departments and among many others),

  - be conducted using human-centered design principles and focus on improving market transparency in health IT interoperability services costs, and

  - Identify and assess potential challenges and barriers that may exist with sharing information related to interoperability services costs (e.g., contract confidentiality clauses).

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Key Task #3 –
Develop a crowdsourcing methodology

- Utilize the above market research to develop a methodology for the open crowd-sourced collection and validation of interoperability services cost data for health IT systems.

- Submit a report which details the methodology to be used for the effective crowdsourced collection and validation of various cost data associated with health IT interoperability services through an open, web enabled IT platform.

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Key Task #3 (continued) – Develop a crowdsourcing methodology

- The report should specifically detail how the methodology will account for challenges associated with:
  - incentivizing participation in the voluntary submission of data, including ensuring that "positive" experiences are included;

  - specifically addressing the challenges associated with any potential confidentiality clauses;

  - validating the accuracy of such data; and

  - maintaining the anonymity of individual(s) reporting, if such a feature is deemed necessary.

Key Task #4 - Develop an open, interactive and engaging online resource

- Secure all necessary rights, permissions, and licenses required for the development and management of the online resource (if applicable).

- Utilize the above market research and crowd-sourcing methodology deliverables to develop, launch and manage an open resource that will give stakeholders involved in ambulatory settings (including providers, developers, vendors, and other stakeholders) the ability to voluntarily self-report, easily search, and compare data on various health IT interoperability services costs.

- Create and execute a user testing plan that incorporates best practices and principles of human-centered design and usability.

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Key Task #4 (continued) - Develop an open, interactive and engaging online resource

- While the specific types of information included should be informed by the market research conducted in Task 1, examples of different types of relevant information may include, but are not limited to:
  - customer/user classifications (i.e., those submitting data on incurred costs)
  - types/categories of interoperability services (i.e., those identified as areas of interest thorough the above market research)
  - costs categories (e.g., for development, integration, staff, time)
  - who performed the work (development, integrations, etc.)
  - health IT product(s)/app(s) involved.
  - Must adhere to all funding restrictions detailed on pg. 27, under Section F, Terms and Conditions for this FOA, with regard to the development of the online platform.

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Key Task #5 –
Complete and submit a post beta release analysis

- Analyze initial beta release of the online resource based on user feedback, performance analytics, and summarize strengths and weaknesses.

- Detail what changes and enhancements will be made as a result of the beta release analysis.

- Provide a summarized report of the analysis with an estimated timeline for making any such changes.

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- Submit a business sustainability plan for the online resource that clearly sets out the recipient's strategy to achieve sustainability of the online resource beyond the end of the period of performance and projecting three years beyond the end of the cooperative agreement.

- The business sustainability plan may include but is not limited to: pricing strategies, market research, public and private financing strategies, revenue streams, financial reporting, business planning, audits, and controls.

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Task Timetable

Task	Deliverable	Due Date
Task 1 – Final Project Plan	A project plan of reference will be the applicant's initially proposed project plan from their application, with any revisions made as a result of discussions with ONC, which is incorporated in the award.	By the end of September 2017
Task 2 – Market Research	A report, a form of which will be publicly available, of the market research findings, which will present and analyze the types of cost variables and related transparency challenges, associated with health IT interoperability services.	January 2018
Task 3 – Crowdsourcing Methodology	A report, detailing the methodology for the effective crowdsourced collection and validation of various cost data associated with health IT interoperability services through an open, web enabled online resource.	March 2018

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Task Timetable

Task	Deliverable	Due Date
Task 4 – Online Resource	An online resource (e.g., interactive website) where ambulatory healthcare providers and other stakeholders can easily report, review, and compare relevant information about interoperability services costs often associated with health IT applications in ambulatory settings.	Beta release by June 2018
Task 5 – Post Beta Release Analysis	A report, summarizing the analysis of the post-launch performance and user experience.	September 2018
Task 6 – Business Sustainability Plan	A business sustainability plan that clearly sets out the recipient's strategy to achieve sustainability by the end of the period of performance and projecting three years beyond the end of the cooperative agreement.	Draft due in December 2018

Final Due June 2019 |

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FUNDING, ELIGIBILITY, AND APPLICATION INFORMATION

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Summary of Key Details

Type of Award	Cooperative Agreement
Available Funding	$250,000
Number of Awards	1
Application Due Date	July 31, 2017
Anticipated Award Date	September 13th, 2017
Performance Period	24 months
Anticipated Start Date	September 18th, 2017

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Notice of Intent

- Applicants are encouraged to submit a nonbinding email notice of intent to apply.

- Submit by July 17th, 2017 11:59 p.m. ET.

- Identify:

  - Name of applicant organization.

  - Organization type.

  - City and State.

  - FOA No. NAP-AX-17-002

  - Title: **Market Transparency Project for Health IT Interoperability Services**

- Send to: ONC.TechLab@hhs.gov.

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Eligible Applicants

Private nonprofit institutions/organizations, public nonprofit institutions/organizations, and private or for profit organizations with proven knowledge of and familiarity working with either Health IT interoperability services, developing online tools for crowd sourced reporting, or a combination of the two.

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Application Process

- Applicants must:

  - Submit all material electronically through Grants.gov; this process is outlined in the FOA.

  - For assistance with submitting applications on Grants.gov, please contact the Grants.gov Helpdesk at support@grants.gov or call at (800) 518-4726.

  - Have a Dun & Bradstreet (D&B) Universal Numbering System (DUNS) number.

  - Register in the System for Award Management (SAM) at www.sam.gov; allow a minimum of 5 days to complete the registration. If you are already registered in SAM and have not renewed your registration in the last 12 months, you must renew your registration.

  - Ensure the application meets application requirements and page limits.

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Application Components

Component	Limit
Project Abstract	< 500 words
Project Narrative	10 pages
Form SF-424, Application for Federal Assistance	No limit
Form SF-424 A, Budget Information for Non-Construction Programs	No limit
Form SF-424 B, Assurances for Non-Construction Programs	No limit
Budget Narrative	No limit
Form SF-LLL, Disclosure of Lobbying Activities	No limit
Letters of Commitment	No limit
Proof of Nonprofit Status (if applicable)	No limit
Indirect Cost Agreement(s)	No limit
Work Plan	No limit

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Project Abstract

The abstract represents a high-level summary of the project that can be understood without reference to other parts of the application and that provides a description of the proposed project, including the project's goal(s), objectives, overall approach, anticipated outcomes, products, and duration.

Format:

- Not more than 500 words single-spaced
- Project title
- Applicant name
- Physical address
- Contact name
- Contact phone numbers (voice, fax)
- Email address
- Web site address, if applicable

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Project Narrative

- The Project Narrative should address the elements articulated in the Program Description/Purpose and Structure and Approach sections of the FOA.

- Align with the Performance Goals/Program Milestones and Merit Review Evaluation criteria presented in the FOA.

- If an application does not follow the outlined format, it will not be considered for further review.

- Format:
  - Double-spaced and no more than 10 pages.
  - Formatted to 8 ½" x 11" (letter size) plain white pages.
  - Either Cambria or Times New Roman font.
  - 1" or larger margins and font size 11 or greater

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Budget Narrative and Budget Forms

Complete the following budget forms to document costs of proposed project activities:

- Budget Narrative on how the proposed budget aligns with the applicant's project narrative

- Application for Federal Assistance, Form SF-424

- Budget Information for Non-Construction Programs, Form SF-424A

- Assurances for Non-Construction Programs, Form SF-424B

- Disclosure of Lobbying Activities, Form SF-LLL

Detailed budget instructions are provided in the FOA

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Application Responsiveness and Objective Review

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Application Review Process

- Submit all application materials electronically through Grants.gov.

- Grants.gov issues an email receipt upon successful submission.

- ONC issues receipt upon successfully obtaining files from Grants.gov.

- Applications are reviewed for responsiveness and categorized as pass/fail.

- All applications that pass the review for responsiveness are forwarded for objective review.

- Once objective review is complete, ONC may make award.

- ONC is not obligated to make an award if none of the applications meet the intent of program requirements or if funding levels or availability changes.

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Application Responsiveness Criteria

Applicants **not** meeting the following completeness criteria will be administratively eliminated and not sent for merit review:

- The applicant meets the eligibility criteria.

- The application is received by the deadline required by July 31st, 2017, 11:59 p.m. ET through http://www.grants.gov.

- The application contains all required components (e.g., Program Narrative, SF-424).

- The application meets all formatting and length requirements.

- Appendices and attachments are not used as a mechanism to exceed page limits of the Project Narrative.

Merit Review Criteria

- Responsive applications are forwarded for merit review.
- Merit review conducted by a review panel of at least three experts in their field from academic institutions, nonprofits, and local and Federal Government agencies.
- Applications can receive a maximum of 100 points, using the following scale:

Merit Review Criteria	Points
Knowledge and Understanding of Health IT	10
Technical Approach and Initial Project Plan	25
Budget Narrative/Justification	10
Organizational Capability	15
Plan for Market Research and Collaboration	20
Plan for the Development of an Open Resource	20

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Merit Review Criteria #1

Knowledge and Understanding of Health IT and Crowdsourcing Technologies (10 total points)

- Knowledge and understanding of issues pertaining to health IT interoperability services costs, including pricing, implementation, and maintenance, transparency, and interoperability interfaces, particularly in the context of the ambulatory setting (5 points)

- Understanding of issues pertaining to the creation and maintenance of open websites using voluntarily submitted crowdsourced data (e.g., Glassdoor, TrueCar, Yelp.) (5 points)

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Merit Review Criteria #2

Technical Approach (25 total points)

- Thoroughness and feasibility of the proposal in addressing the project tasks and deliverables (10 points)

- Feasibility of the proposed timeline and the capability of the project team to submit deliverables and reach milestones on schedule (10 points)

- The applicants' technical approach must demonstrate continued operation and success of the primary deliverable, the cost transparency tool, beyond period of performance (5 points)

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Merit Review Criteria #3

Budget Narrative/Justification (10 total points)

- Extent to which the budget is justified with respect to the adequacy and reasonableness of resources requested, and the amount of the budget allocated to administration is minimized while still allowing coherent management of an integrated project (5 points)

- Adequate justification to support costs included in budget (5 points)

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Organizational Capability (15 total points)

- Extent to which the proposed levels of effort of the project director, key personnel and consultants are adequate to advance the project in accordance with timelines (5 points)

- Experience, subject-matter knowledge relevance and expertise, and demonstrated previous success of all key personnel (5 points)

- Extent to which the recipient plans to leverage its existing resources and stated relationships to ensure the successful completion of all required deliverables. To be detailed through submitted letters of support (5 points)

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Merit Review Criteria #5

Plan for Conducting Market Research and Collaboration (20 total points)

- Thoroughness and extent to which the applicant plans to conduct research of not only publicly-available information, but also collaborate with ambulatory provider and vendor communities, and organizations that advocate on behalf of those communities, to gain deeper insight into health IT interoperability cost issues occurring in ambulatory settings, and incorporate those findings into deliverables (10 points)

- Extent to which applicants plans to research the development and maintenance of online tools using voluntarily submitted crowdsourced data and identify best practices to be used in deliverables (5 points)

- Quality and diversity of collaborative partner(s) secured for conducting the market research, detailed through submitted letters of support (5 points)

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Merit Review Criteria #6

**Plan for the Development of an Open Resource
(20 total points)**

- Extent to which open resource proposed by the applicant addresses the goals of the project (10 points)

- Extent to which the proposal for the open resource shows innovation, creativity, and incorporates user-centered design principles in its development (5 points)

- Thoroughness of the plan to test the open resource with different types of end users (5 points)

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Questions

- All questions must be submitted in writing either via the chat box during this Webinar or emailed to ONC.Techlab@hhs.gov

- All questions will be answered in the form of an FAQ and be made publically available on HealthIT.gov

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Thank you for attending!

- We will remain online for 5 minutes – please submit any remaining questions via the Q&A function on this webinar page.

- To see the FOA on Grants.gov or to apply, please go to; https://www.grants.gov/web/grants/view-opportunity.html?oppId=295132

- For assistance with submitting applications in Grants.gov, please contact the Grants.gov Helpdesk at support@grants.gov or call at (800) 518-4726.

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Please submit your questions.

5 Minutes Remaining

Please submit your questions.

3 Minutes Remaining

Please submit your questions.

1 Minutes Remaining

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The moderator will now end this session.

The FAQ responses will be available on: HealthIT.gov

Thank you for attending.