



Health Informatics & Technology Workforce Development Program (The PHIT Workforce Development Program)

Notice of Funding Opportunity - Informational Session

June 23, 2021, 2:00 PM EST

The Office of the National Coordinator for
Health Information Technology



Agenda

- Introduction of Speakers
- Housekeeping
- Summary, Background, Purpose, and Objectives
- Program Activities, Milestones, and Performance Activities
- Funding, Eligibility, and Application Information
- Application Responsiveness and Merit Review Criteria
- Questions and FAQs
- Dates to Remember

Introduction of Speakers

- **Yolonda Thompson, Moderator**
Grants Management Specialist
ONC Procurement and Grants Division
- **Maggie Wanis, DrPH**
Branch Chief
ONC Office of Policy
- **Arlene Ramsey**
Management Analyst
ONC Office of Policy

Housekeeping

Reminders

- This webinar is being recorded and will be made publicly available.
- All phone lines will be muted during the presentation.
- If you have questions, please enter them into the Q&A.
 - Note: All questions will be answered and made publicly available every Friday until the application close date on August 11th.
- Webinar and FAQs will be available at <https://www.healthit.gov/topic/onc-funding-opportunities/public-health-informatics-technology-phit-workforce-development>.

How to Ask a Question

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

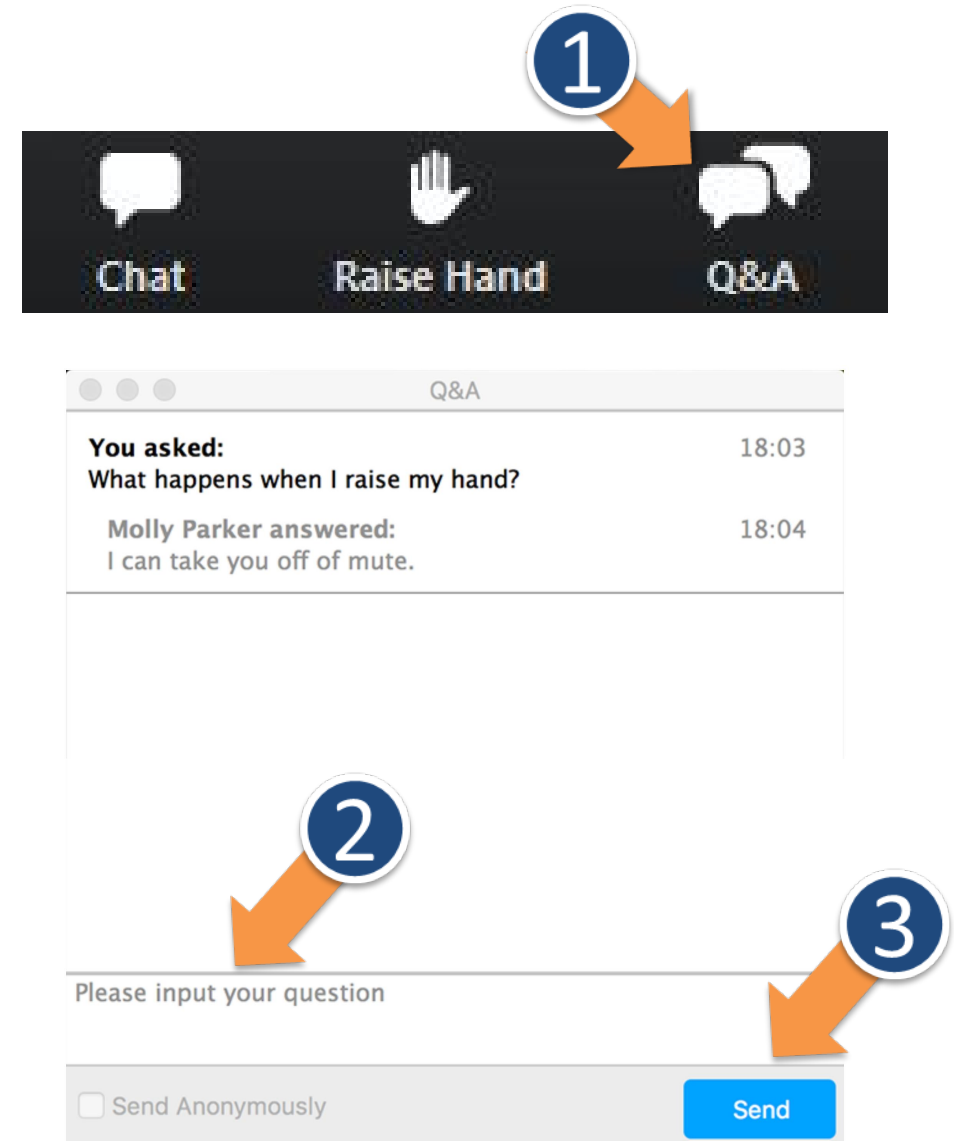
Use the Q&A function to ask a question:

1.) Along the bottom of the webinar window, find and click the Q&A button. The Q&A panel will then expand on your screen.

2.) Input your question into the Q&A box.

Note: Check 'Send Anonymously' if you do not want your name attached to your question in the Q&A

3.) Click **Send**.



The screenshot illustrates the steps to ask a question in a webinar. At the top, a dark navigation bar contains three icons: a speech bubble for 'Chat', a hand for 'Raise Hand', and two speech bubbles for 'Q&A'. An orange arrow with a blue circle containing the number '1' points to the 'Q&A' button. Below this, the Q&A panel is expanded, showing a list of questions and answers. An orange arrow with a blue circle containing the number '2' points to the input field at the bottom of the panel, which contains the placeholder text 'Please input your question'. Another orange arrow with a blue circle containing the number '3' points to the 'Send' button at the bottom right of the panel. The 'Send Anonymously' checkbox is also visible at the bottom left of the panel.

Q&A	
You asked: What happens when I raise my hand?	18:03
Molly Parker answered: I can take you off of mute.	18:04

Please input your question

Send Anonymously Send

Additional Questions

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

PHITWorkforce@hhs.gov

A large, abstract graphic composed of overlapping, semi-transparent geometric shapes (triangles, hexagons, and squares) in various shades of blue, green, yellow, and orange. The shapes are arranged in a way that creates a sense of depth and movement, with some appearing to be layered on top of others. The overall effect is a complex, multi-colored pattern that fills the left side of the page.

Summary, Background, Purpose and Approach,

Summary

This notice of funding opportunity (NOFO) announces the opportunity to apply for funding under the Public Health Informatics & Technology (PHIT) Workforce Development Program. The goal of the PHIT Workforce Development Program is to train at least 4,000 individuals in public health informatics and technology to expand the nation's public health workforce.



Background

- The PHIT Workforce Development Program is responsive to President Biden's [Executive Order](#) and calls for creating and sustaining a diverse public health workforce so that the nation can better respond to future public health and biological threats.
- The PHIT Workforce Development Program will be a training program that builds upon ONC's past [successful Health IT Workforce Development Program](#), a \$118.0M effort established under the Health Information Technology for Economic and Clinical Health Act (HITECH Act) in 2010, which trained 20,000 people.



Workforce

Purpose

- ONC anticipates awarding \$75 million to train individuals in informatics and technology, to increase the number of public health professionals trained, with a focus on recruiting participants from minority serving institutions (MSIs).
- Through a period of performance of four years, the PHIT Workforce Development Program will provide selected recipients with funding to expand their existing programs or develop a new program to train at least 4,000 individuals on public health informatics and technology to improve the nation's public health workforce.
- ONC will provide funding in the form of cooperative agreements to institutions of higher education to establish or expand public health informatics education programs, creating a diverse and inclusive health information technology (IT) workforce, with a focus on engaging MSIs.

Approach

- **Consortium**- Recipients will be part of a consortium that will develop the program curriculum, recruit and train participants, develop internship opportunities, and assist in career placement at public health agencies, public health-focused non-profits or public health-focused private sector or clinical settings.
- **Community of Practice**- Recipients will participate in a Community of Practice (CoP) composed of recipients and subject matter experts.
- **Sustainability**-It is expected that all recipients will sustain the training programs once federal funds cease in order to continue to diversify and grow the public health workforce of the future.

Program Components

Consortium Development – Applicants must identify representatives and organizations expected to be part of their consortium when submitting their application. In addition to the lead applicant entity, participants in the consortium must include, but are not limited to: 1) representatives from state, local, or county health departments; and 2) community-based organizations such as community health centers, rural health clinics, behavioral health providers, and/or other local non-profit/clinical providers. Applications will be accepted from colleges and universities that propose to expand or establish their own programs, and/or that have entered into arrangements to provide training at or through use of faculty of, or courses offered by, multiple institutions of higher education. These partnerships may be expressed through a Letter of Intent between the lead applicant and one or more partner institutions. Each consortium is encouraged to include representatives from health IT organizations with local, state or national reach, public health organizations, entities with expertise in addressing health disparities, and representatives from organizations who help shape standards or govern implementation of health IT and public health information systems. Applications must include letters describing each consortium member's intent to participate in the PHIT Workforce Development Program.

Program Components (continued)

Curricula Development – Development of curriculum may build upon the previous ONC [workforce training program components](#) and may include some or all of the following subject areas: health equity; data science, including privacy/security; data aspects of outbreak investigation; epidemiology; public health analytics; lab-based and remote diagnostics; public health reporting (e.g., immunizations, syndromic surveillance, electronic lab reporting and electronic case reporting); public health emergency preparedness and response; HL7® Fast Healthcare Interoperability Resources (FHIR®) basics, vocabularies and terminologies; public policy and combining multiple data streams (e.g., clinical data from electronic health records, lab results, immunizations, demographic data, utilization metrics, claims data, and data from other non-healthcare sources such as SDOH, waste-water, etc.) for analytical and exchange purposes. The needs and complexities of local, state, Tribal and territorial public health agencies should be considered in developing curricula. An interdisciplinary approach is preferred. For example, an applicant's proposal may note that the proposed curriculum will focus on informatics, data science, cloud-based information technology and other technical content alongside core principles of public health management, stakeholder engagement, disaster management and emergency response. Finally, the curriculum should be culturally responsive and designed in a way that meets the needs of the local health care agencies and sets students up for success in the training program and beyond.

Program Components (continued)

- **Training** – Once curricula have been created or expanded, recipients will recruit individuals to participate in the program with an emphasis on enrolling underrepresented minorities to grow and diversify the public health workforce. This program aims to recruit new students and prioritizes trainees from each applicant’s student population and other sources for recruiting new workers into the public health field. This program may also offer career advancement for a limited number of incumbent public health practitioners and health care workers from the community—especially those in local health departments, federally qualified health centers or community-based organizations—who will be able to obtain new, higher-level jobs as a result of this program. Training should focus on undergraduate and graduate programs, and can include majors, minors, and certificate programs, and it should embed stackable health care industry-relevant credentials when possible. The goal of the PHIT Workforce Development Program as a whole is to train a minimum of 4,000 new public health informatics and technology professionals, and each recipient is required to project the number of individuals the recipient expects to train over the course of the four-year award period in order the PHIT Workforce Development Program as a whole to reach and, where possible, exceed that overall goal.

Program Components (continued)

Paid Internships & Placement – Hands-on learning at health departments, public health-focused non-profits or private institutions, or clinical provider locations is a required component of this program. Members of each applicant’s consortium will be key in identifying internship opportunities for program participants. It is also expected that the recipient will assist with job placement in relevant fields for individuals who have completed the training program. Recipients should rely on their internal resources and policies to include career placement offices, as well as working with their consortium partners, including state and local authorities to place students who have successfully completed the program. Internships should be paid and stipends are allowable costs.

Sustainability – Successful applicants must outline a plan to financially sustain the training/degree/certificate program once federal funds cease. Applicants must also describe how the program will be integrated into the community’s long-term plan to support and diversify the public health workforce over time.

Community of Practice

- All recipients will be expected to participate in a Community of Practice (CoP) convened by ONC, where they will be able to learn from each other and share informational resources and best practices.
- The CoP will also include representatives from national health IT organizations, as well as curricula accreditation organizations. Additionally, to ensure a focus on equity, the CoP will also include representatives from organizations that prioritize equity in healthcare and public health.
- The CoP will meet monthly during the first year and will continue to meet quarterly throughout the rest of the award period.



Performance Goals, Program Monitoring, and Program Evaluation

Performance Goals

The performance goals associated with this NOFO, and ensuing award, are as follows:

- Progress on development and finalization of each consortium and how it will address equity and public health informatics needs.
- Establishing numerical targets for individuals trained and/or who have experienced career growth, program retention and completion, as well as individuals who have been assisted with relevant career placement and completing the targets during each year of the period of performance.
- Assessment of all professionals trained and hired during the project period of performance, by way of a survey or other assessment, including the race and ethnicity of each trainee to ensure that this program meets its goal to diversify the public health informatics and technology workforce. All information collected will be deidentified and will be solely available for ONC's evaluation purposes.
- Submit a plan that demonstrates how the recipient will maintain financial sustainability and continuity of the training program once federal funds cease.

Performance Goals (continued)

Recipients will need to provide a plan to track each of the performance goals throughout the four year period of performance.

Year 1	Consortium Development, Curriculum Development and Participant Recruitment
Year 2	Training and Placement
Year 3	Training and Placement
Year 4	Training, Placement and Transition to Sustainability

Program Monitoring

ONC Project Officers in conjunction with the ONC Procurement and Grants Division will monitor, on a regular basis, progress of each recipient. This monitoring may be by phone, document review, on-site visits, other meetings, or other appropriate means, such as reviewing progress reports and Federal Financial Reports (FFR 425). Project Officers will have substantial involvement with the CoP, and all recipients are expected to actively participate in that component of the program. ONC Project Officers will be responsible for requesting authorization for the release of funds for their assigned recipients based on progress toward stated goals.

Program Evaluation

- All recipients will be expected to participate in an external evaluation that will assess the success of the program to increase the number of underrepresented minorities and other individuals who are trained and placed in careers utilizing their newly acquired skills in public health informatics and technology.
- Recipients are required to cooperate with the ONC-directed national program evaluation.
- Evaluation criteria can include, but are not limited to, program retention and completion, individuals trained, evaluation of the training, trainee placement in relevant fields, post-program earnings information, and demographic information.

Funding, Eligibility, and Application Information

Summary of Key Details

FOR APPLICATIONS UNDER THE PHIT Workforce NOFO

Type of Award	Cooperative Agreement
Available Funding	\$75,000,000
Number of Awards	Up to 30 awards
Application Due Date	August 11, 2021
Anticipated Award Date	September 14, 2021
Performance Period	4 years
Anticipated Start Date	September 14, 2021
Available Funding	Approximate amount of each award is up to \$10,000,000

Eligible Applicants

- This funding opportunity is open to accredited colleges and universities with terminal degrees in the United States.
- Only consortium-based approaches will be considered for this program, and applications must include letters of intent from proposed consortium members.
- In order to diversify the public health informatics and technology workforce and to increase the number of underrepresented minority professionals, the lead applicant in the consortium should be an MSI with an existing computer science, information science, biomedical technology, public health, health informatics, or similar program, the lead applicant in the consortium should be an HBCU, TCU, HSI, AANAPISI, or other MSIs with an existing computer science, information science, biomedical technology, public health, health informatics, or similar program.
- Non- HBCU, TCU, HSI, AANAPISI, or other MSIs may also apply but must include at least one of these types of institutions as a consortium member.

A list of current MSIs is available at –

https://www.minorityhealth.hhs.gov/assets/PDF/2020_Minority_Serving_Institutions.pdf

Notice of Intent

- Applications submitted will be funded under the PHIT Workforce NOFO (ARP-PHIT-21-001)
- Applicants are strongly encouraged but not required, to submit a non-binding email Notice of Intent to apply.
- Submit by July 26, 2021, 11:59 p.m. ET
- Identify:
 - Name of applicant organization
 - City and State in which the applicant organization is located
 - Notice of Funding Opportunity title and number
- Send to: PHITWorkforce@hhs.gov

Application Process

- Applicants must:
 - Submit all material electronically through [Grants.gov](https://www.grants.gov); this process is outlined in the NOFO.
 - For assistance with submitting applications on [Grants.gov](https://www.grants.gov), please contact the [Grants.gov](https://www.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 5-7 business days to process 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.

Application Package

COMPONENT	LIMIT
Project Abstract	≤ 500 words
Project Narrative	25 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
Form SF-LLL, Disclosure of Lobbying Activities	No limit
Budget Narrative	No limit
Letters of Support or Commitment	No limit

Project Abstract

- Recipients shall include a one-page abstract that is no more than 500 words. This abstract is often distributed to the public and Congress and represents a high-level summary of the project.
- Applicants should prepare a clear, accurate, concise abstract 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 double-spaced
 - Project title
 - Applicant name
 - Physical address
 - Contact name
 - Contact phone numbers (voice, fax)
 - Email address
 - Website address, if applicable

Project Narrative

- The Project Narrative must address the elements articulated in the Program Description/ Purpose sections of this NOFO.
- The project narrative must also factor in and align with the Performance Activities/Program Milestones and Merit Review Evaluation criteria presented in the NOFO.
- The Project narrative must be double-spaced, formatted to 8 ½” x 11” (letter-size) pages, 1” or larger margins on all sides, and a Times New Roman or Cambria font size of not less than 11 point.
- The maximum length allowed for the Project Narrative is [25] pages. A project narrative that exceeds the [25] page limit will not be reviewed past the requested number of pages.

Project Narrative (continued)

The project narrative must follow the outline provided below and include the information required under each section. These components will be counted as part of the page limit. The suggested lengths of the sections, given below, are guidelines to help recipients create a balanced document, and not mandatory restrictions.

- Section 1: Understanding of Purpose and Impact – 1 page
- Section 2: Approach, Work Plan, and Program Activities – 10 pages
- Section 3: Organizational and Technical Capabilities – 4 pages
- Section 4: Collaboration, Partnerships, and Sub-recipient Management – 5 pages
- Section 5: Budget Narrative and Justification – 4 pages
- Section 6: Program Sustainability – 1 page

Section 1: Understanding of Purpose and Impact

- This section must demonstrate an understanding of the purpose and objectives of the NOFO.
- It must demonstrate understanding of how the project components, expected outcomes, and results will help reduce longstanding health disparities and inequities exposed by the COVID-19 pandemic.
- This section must demonstrate the applicant's understanding of the need to strengthen HBCU, TCU, HSI, AANAPISI, or MSI and other college and university capability to educate and train underrepresented minority individuals in public health informatics and technology, in order to strengthen and diversify the public health workforce of the future.

Section 2: Approach, Work Plan, and Program Activities



- This section must set out the approach, work plan, and program activities. It must reflect requirements in Section A of the NOFO, “Program Description,” particularly the section “Approach.”
- This section must demonstrate the applicant’s ability to bring together all resources, including leveraging other's existing infrastructure and capabilities required to perform the proposed work within a four-year time frame.
- This section must also include a clear description of the project approach and activities and how the applicant proposes to train and place underrepresented minorities into public health informatics and technology careers.
- This section must provide a description of activities, consortium building, curriculum development, internship and career placement, and other related necessary activities (e.g., recruitment, outreach, etc.) required to achieve a successful project.
- This section must describe how the project will expand upon and not duplicate, existing efforts (if applicable), and how well the project will leverage existing federal (and other) investments.

Section 3: Organizational and Technical Capabilities

This section must clearly demonstrate that the organizational and personnel capabilities of the applicant support its ability to implement the project. This section must include:

- The organization's overall capabilities relevant to the proposed project(s).
- Technical Capabilities
- A description of qualified key staff
- The capabilities of the applicant not included in other portions of the project narrative, such as any current or previous relevant experience and/or the record of the project team in conducting the proposed activities.
- Where applicable, description of applicant's experience and capabilities to create new modifications or upgrades to existing technical or policy infrastructure to accomplish programmatic goals.

Section 4: Collaboration, Partnerships, and Sub-recipient Management

This section should provide a description of the following:

- Description of the applicant's experience and ability to successfully collaborate with partner organizations.
- Strength of the letters of intent that demonstrate commitment to participate in the consortium.
- Description of planned efforts to partner with other relevant public and/or private stakeholders that will lead to internships and/or job placements for students.
- Description of how the approach will involve collaboration with those that represent underserved, vulnerable, at-risk, or racial and ethnic minorities and relevant public health or health care entities.
- Description of how the applicant will utilize an open, transparent process to engage stakeholders.
- Description of how the applicant, if entering into any sub-award relationship as the prime recipient, addresses the subrecipient arrangements for meeting the programmatic, administrative, financial, and reporting requirements of the grant, including those necessary to ensure compliance with all applicable Federal regulations and policies.

Section 5: Budget, Level of Effort, and Justification

This section must provide the proposed levels of effort of the project manager, key personnel, and consultants and describe how they are adequate and appropriate to advance the project in accordance with the timelines.

- An explanation of how the proposed budget supports the proposed project and is reasonable to meet the project's needs and is as cost-efficient as possible.
- An outline of the proposed costs that support all project activities and how they support them.
- A description of how the proposed expenditures align with the project plan at a high level. No expenditures are allowed until the start date listed on the Notice of Grant Award for the approved projects.

Section 6: Sustainability and/or Replicability of Proposed Project

- Potential strategies the applicant may employ to continue training underrepresented minority individuals in order to diversity the public health informatics and technology workforce once federal funds cease.
- This section must fully describe how the project could be applicable to and/or relevant to other communities, states, and/or territories.
- Explain how lessons learned, challenges, successes, outcomes will be shared (e.g., via news articles, journals, presentations, communities of practice, traditional and non-traditional media outlets, etc.) with HBCUs, TCUs, HSIs, AANAPISIs, or MSIs, other colleges and universities, state, tribal, local, territorial, and national stakeholders.

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 NOFO.

Consortium Participant Letters of Intent



- Applicants must include letters confirming key collaborative intent to participate in the proposed project.
- These letters should be written on official letterhead and should provide a brief description of the information, services, and expertise that will be provided to the consortium. At a minimum, the letter must explain the demonstrated commitment to the project and describe how the collaborator will coordinate and collaborate with the other members of the consortium to achieve the goals of the program.
- Consortium members must include, but are not limited to: 1) representatives from State, local, or county health departments; and 2) community-based organizations such as community health centers, rural health clinics, behavioral health providers, and/or other local non-profit/clinical providers.
- Applicants are encouraged to include representatives from health IT organizations with local, state or national reach, public health organizations, entities with expertise in addressing health disparities, and representatives from organizations who help shape standards or govern implementation of health IT, in their consortium.



Application Responsiveness and Merit Review Criteria

Application Review Process

- Submit all application materials electronically through [Grants.gov](https://www.Grants.gov).
- [Grants.gov](https://www.Grants.gov) issues an email receipt upon successful submission.
- Applications are reviewed for responsiveness and categorized as pass/fail.
- All applications that pass the review for responsiveness are forwarded for Merit Review.
- Once the Merit Review is complete, ONC may make an award.
- ONC is not obligated to make an award if none of the applications meet the intent of program requirements or if there is a change in funding levels or availability of funds.

Application Responsiveness Criteria

- All applicants **must** meet the following completeness criteria, or they will be administratively eliminated and not sent forward for merit review:
 - The applicant must meet the eligibility criteria.
 - The application must be received by the deadline of Wednesday, August 11th at 11:59 P.M. ET through <http://www.grants.gov>.
 - The application must contain all required components (e.g., Program Narrative, SF-424, etc.).
 - The application must meet 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 is conducted by 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
Understanding of Purpose and Impact	10
Approach, Work Plan, and Program Activities	25
Organizational and Technical Capabilities	25
Collaboration, Partnerships, and Sub-recipient Management	25
Budget Narrative and Justification	10
Program Sustainability	5
Total	100

Questions

- All questions must be submitted in writing either via the Q&A function during this Webinar or emailed to PHITWORKFORCE@hhs.gov
 - Questions submitted in the Q&A function will not be answered today.
- All questions will be answered and made publicly available each Friday until the application close date on August 11th at <https://www.healthit.gov/topic/onc-funding-opportunities/public-health-informatics-technology-phit-workforce-development>.

- 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 PHIT Workforce NOFO on Grants.gov or to apply, go to <https://www.grants.gov/web/grants/view-opportunity.html?oppld=334213>
- For assistance with submitting applications in Grants.gov, please contact the Grants.gov Helpdesk at support@grants.gov or call at (800) 518-4726

Please submit your questions.

5 Minutes Remaining

Please submit your questions.

3 Minutes Remaining

Please submit your questions.

1 Minute Remaining

PHIT Workforce Program Dates to remember:

- Release Date: June 17, 2021
- Notice of Intent: July 26, 2021
- Application Deadline: August 11, 2021
- Target Award Date: September 14, 2021



**The moderator will now
end this session.**

Thank you for attending.