2018 Request for Applications
Evidence to Implementation Award

Pre-Proposal DUE February 5, 2018

This is a NEW AWARD, intended for investigators who:

- Have developed a successful intervention (care model, behavioral/health intervention, digital innovation, devices) 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 & Implementation (D&I) Launchpad Team in developing materials and plans and delegate, when necessary, to support implementation
- Are open to have their implementation materials disseminated and marketed publically, such as posting on the HIPxChange: https://www.hipxchange.org/

The UW Institute for Clinical & Translational Research is committed to supporting the translation of research into practice. Specifically, over the next 5 years, ICTR aims to develop targeted implementation support for high-demand research through ICTR’s D&I Launchpad Program. In support of this aim, the purpose of this award is to 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 bridge the gap between research and practice. Services include faculty mentoring, education and training, research consulting, communications support, and implementation support. Additional information about the D&I Launchpad Program can be found in Appendix A of this RFA and at 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, market research, pricing & marketing strategy, value proposition, toolkits, implementation guides, training curriculum, videos, checklists, dissemination and promotional materials, health education materials, evaluation tools, etc.

- This award is intended to disseminate/implement evidence 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’s D&I Launchpad Program.

- A small pilot 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.

**Award:** This award includes up to $40,000 in direct costs, in addition to substantial in-kind D&I Launchpad Program resources for up to 18 months.

- This award provides direct support and in-kind resources from the ICTR D&I team of experts. The D&I Launchpad team will work closely with the applicant throughout the award period. In-kind support will include business consultation, translation, packaging, communications, evaluation, and implementation science services.
- Developing a successful Launchpad Package requires researcher input; this award is intended to support PI time to participate in this iterative process. Expectations for applicant participation, as well as D&I Launchpad team participation, will be specified in a mutually agreed upon timeline with milestones. Funding and in-kind support will be predicated on milestone accomplishment.
- The budget proposal will be developed in consultation with the ICTR D&I Launchpad team, and in-kind support from the 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.
- No-cost extensions will not be considered.

**Applicant Eligibility**
This award is intended to disseminate and implement evidence 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 the D&I Launchpad team to develop the Launchpad Package through pilot 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.
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<td>• Pre-proposal Deadline</td>
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<td>• D&amp;I Team Meeting with Applicant: Project Analysis</td>
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**APPLICATION PROCESS and COMPONENTS**

(1) **STEP ONE: Pre-proposal: DUE FEBRUARY 5, 2018** Pre-proposals must be submitted as a single PDF/Word document to capgrants@lists.wisc.edu no later than 5:00 pm on February 5, 2018.

Your pre-proposal should be no longer than 2-3 pages, (Arial 11 pt. font, 1 in. margins). Applicant’s Name, Departmental Affiliation, Position, and Contact information should be indicated at the top, and pre-proposal MUST answer the following 5 questions (Please number each response):

1. Describe what will be disseminated and how the evidence was established
   a. Brief description of the scientific development of the program/intervention: pre-post, efficacy, or effectiveness trials
   b. Brief description of the program/intervention: What does it involve? Who performs it, what training is needed to perform it in practice, what setting is it designed for?

2. What is the specific problem your program/intervention addresses?

3. How is this problem currently being addressed in practice?

4. Why is your program/intervention better than current practice?
   a. Is it more effective?
   b. Is it more efficient?
   c. Is it more feasible to implement?

5. What do you think is needed for broad dissemination and implementation?
(2) **STEP TWO: D&I Project Analysis Meeting.** 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 on to Step 2, which consists of a Project Analysis Meeting involving the applicant and the Launchpad Team. Applicants will be notified about whether they have been invited to advance to Step 2 in February. Those advancing to Step 2 will be contacted to schedule a Project Analysis Meeting with the Launchpad Team.

Meetings will be scheduled between February 12, 2018 - March 23, 2018.

Goal of the Project Analysis Meeting (multiple consultations may be needed):

1. Expand upon responses to the 5 questions in the pre-proposal, focusing specifically on developing a clear statement of demand, a value proposition, and mechanism of sustainability based on Lean startup principles. The pre-proposal with this expanded information will populate the Implementation Readiness Worksheet. The D&I Launchpad Project Manager will lead this process. The final product will be signed by the applicant.

2. Budget and Dissemination Plan: The D&I Launchpad team and applicant will co-develop a budget and dissemination plan. The budget will include an expense line for a small pilot test and evaluation of the D&I package, and will detail in-kind support.

3. Timeline and milestones will be jointly developed. The milestones will reflect the iterative nature of the award period. Funding will be tied to meeting milestones. Failure to meet milestones may lead to discontinuation of the project.

**Final Application:** The final application will be created in conjunction with the Launchpad Team during Step 2 of this application process (Step 2: Project Analysis Meeting). The final application will include the following components: Implementation Readiness Checklist, Budget, Dissemination Plan, and Timeline with Milestones.

**APPLICATION REVIEW INFORMATION**

1. A preliminary review of the pre-proposal will be conducted by the ICTR-CAP Pilot Awards Manager for completeness and forwarded to the ICTR Launchpad Team.

2. Applicants who are eligible and pre-proposals that are within scope and have strong alignment with the goals of this program will be invited to move on to Step 2.

3. Application materials developed during Step 2, will be submitted to the UW ICTR D&I Council (or a subset of the council). The D&I Council will review applications and make funding recommendations to ICTR leadership. The D&I Council consists of UW-Madison faculty and staff and community members with expertise in healthcare, public health, and Dissemination and Implementation.
   a. The D&I Council provides overall strategic direction for the D&I Launchpad Program, ensures connectivity with healthcare and community organizations, advises on gaps, needs, changes, and opportunities occurring in the health system, and provides a real-world assessment and prioritization of interventions and products being considered for commercial development and implementation through ICTR’s D&I Launchpad Program.
   b. All applicants will receive de-identified reviewer comments.
Review Criteria

Proposals will be evaluated utilizing multiple criteria reflecting a “business startup” framework. Successful projects will be those that meet a specific demand in the health sector, offer a clear advantage for the implementing organization, and have the potential for substantial impact. Reviewers may consider criteria such as:

- **Features and benefits of the innovation**
  - Innovation offers performance advantages compared to currently deployed solutions
  - Innovation creates value to implementing organizations

- **Demand**
  - Innovation meets a priority need in a health-related sector
  - Evidence of pre-existing demand (Investigator being contacted by organizations, web downloads, pilot sites recruited for implementation studies)
  - Extent to which potential customers have been involved in the development process

- **Readiness for implementation and fit with the resources available from and expertise of D&I Launchpad Team**
  - Implementation materials have been developed
  - Pilot testing
  - Readiness can be achieved within the scope and expertise of D&I Launchpad resources

- **Degree of competition from other innovations**
  - Uniqueness of the innovation
  - Elements that discourage competitors; i.e. certification, licensing, proprietary technology, branding, etc.

- **Potential for impact**
  - Innovation could positively impact a large number of individuals/organizations
  - Magnitude of the effect is large

- **Likelihood of sustainability**
  - Feasibility of the innovation
  - Potential or actual third party reimbursement, demonstrated cost-savings, demonstrated non-financial rewards

Questions? Contact Melody Bockenfeld: bockenfeld@wisc.edu
Our Purpose:

Accelerate the pace of disseminating research findings and increase the utilization of effective interventions, leading to sustainable practice and policy changes which result in improved health and reduced health disparities.

D&I Launchpad Services:

- **Education and Training**
  - Annual Short Course
  - Ad-hoc presentations

- **Community Outreach**
  - Connections to dissemination & implementation partners
  - Create a feedback loop between researchers and users - *Practice informs research and research informs practice*

- **Research Consulting**
  - Principles of *Designing for Dissemination*
  - Support high quality Dissemination & Implementation Research
  - Identify D&I funding opportunities
  - Help develop the D&I section in grant applications
  - Identify D&I frameworks and tools relevant to your research question

- **Dissemination of Research Findings**
  - Development of Research Dissemination plans
  - Translating research findings into “plain language” with usable action steps to maximize marketing impact
  - Packaging: Provide support for researchers in crafting and tailoring messages, preparing briefs, producing infographics, video, and social media
  - Intellectual property issues
  - Support multi-media distribution of research results with real-world applications

- **Implementation Support (NEW in 2017!)**
  - The Launchpad Program: Identifies interventions that are evidence-based, meet a specific demand, and have the potential for substantial health impact and offers implementation solutions, based on type, stage, and scope of project
  - Services may include:
    - Market analysis and marketing strategy
    - Business planning
    - Development of toolkits, training programs, implementation guides, checklists, promotional materials, evaluation tools, videos, and more
    - Identify and address barriers and create solutions to implementation
    - Pilot test interventions through iterative processes in real-world sites
    - Assist with execution and evaluation
  - Provide support to ICTR’s “Evidence to Action” Award applicants and grantees

To schedule a Launchpad Consult:

[https://ictr.wisc.edu/dissemination-implementation/](https://ictr.wisc.edu/dissemination-implementation/)

Our Team:

**Director:** Jane Mahoney, jm2@medicine.wisc.edu

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**Website:** [https://ictr.wisc.edu/dissemination-implementation/](https://ictr.wisc.edu/dissemination-implementation/)

**Twitter:** @UWICTR_DandI