



Health e-Technologies

I N I T I A T I V E





WELCOME AND INTRODUCTION OF PARTICIPANTS

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National Program Director

Judy Phalen, M.P.H.
Deputy Director





AGENDA

2:00 - 2:15

eHealth Landscape
Health e-Technologies Initiative Overview
Grants Program
Application and Review Processes

2:15 - 3:30

Questions and Answers

Please take note of any questions that arise during the presentation.





DEFINING eHEALTH

For the purposes of our Initiative, eHealth is defined as the use of emerging interactive technologies (i.e., Internet, interactive TV, interactive voice response systems, kiosks, personal digital assistants, CD-ROMs, DVD-ROMs) to enable health improvement and health care services.



eHEALTH RISKS AND CHALLENGES

- Keeping up with the rapid pace of technology
- Translation of results
- Tension between innovation and sustainability
- Little known about quality and effects of technologies
- Need for new research methods for online programs and central information sources on research tools and findings



NATIONAL PROGRAM OFFICE

- Housed within the Department of Psychiatry at Brigham and Women's Hospital, Boston
- Five-year, \$10.3 million national program funded by a grant from The Robert Wood Johnson Foundation®



BRIGHAM AND
WOMEN'S HOSPITAL





OUR VISION

- Foster systematic research on eHealth applications for health behavior change and chronic disease management
- Advance discovery of scientific knowledge about these applications to improve processes and outcomes of care for culturally diverse groups of patients/consumers
- Support provider adherence to evidence-based care



RESOURCE AND COMMUNICATIONS CENTER

- Rapid, online translation of results to practice
- Feedback and linkages between and among researchers and users of eHealth information
- Clearinghouse for tools, data, study results





GRANTS PROGRAM

- \$7.25 million in overall funds
- Approximately \$4.8 million to be awarded via current CFP
- Remaining funds to be awarded via Fall, 2003 CFP

CURRENT CFP CATEGORIES

- Methodology and Design
Six to 12 months, up to \$100,000
- Outcome Evaluation
Up to three years, up to \$600,000





METHODOLOGY AND DESIGN EXAMPLES

- Refining or developing methods, measures, instruments, and data analysis approaches to evaluate the efficacy and/or effectiveness of eHealth applications
- Refining or developing research designs that accommodate unique aspects of eHealth applications
- Evaluating innovative research paradigms





METHODOLOGY AND DESIGN EXAMPLES

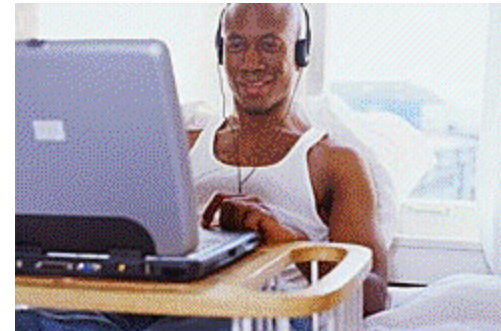
- Developing strategies and methods that increase access to eHealth applications for specific, and often traditionally underserved, populations
- Improving methods for evaluating the costs and cost-effectiveness of the adoption and use of eHealth applications

Visit our web site FAQs for more details.



OUTCOME EVALUATION EXAMPLES

- Health Behavior Change
- Chronic Disease Management



DEVELOPMENT STAGES

CREATION

- Architectural design
- Functional and technical specifications
- Coding of the core functionality

ENHANCEMENT

- Limited modifications to existing applications
- Tools to measure or evaluate existing applications



GRANT FUNDS

- May cover enhancements
 - reviewed on a case-by-case basis
 - % of funds needed for enhancement should be a small portion of overall requested funds
- Will not cover creation





DEVELOPMENT EXAMPLES

WOULD FUND

- Addition of an evaluation survey for an existing interactive web site

WOULD NOT FUND

- Coding of a tailored messaging system that is considered core to the web site





WHO CAN APPLY

- Public and private institutions
- Non-profit and for-profit organizations
- Applicant organization and the proposed intervention must be based in the United States or its territories





WHO CANNOT APPLY

- Brigham and Women's Hospital; its parent organization, Partners HealthCare System; and other Partners HealthCare System affiliates; Harvard Medical School/School of Public Health
- Abacus Management Technologies
- Individuals





WE ENCOURAGE

- Collaborations and partnerships
- Studies that assess efforts to reach traditionally under-served populations



APPLICATION FACTS

- Institutions may submit multiple applications in one or both categories
- Proprietary and patented technologies are protected





APPLICATION PROCESS

- Letter of Intent (LOI) must be submitted via our secure web site: www.hetinitiative.org
No paper applications will be accepted
- Questions may be previewed on our web site
- Maximum LOI length is equivalent to five typewritten pages single-spaced, 12 point font





SELECTION CRITERIA

- Initiative seeks diversity of grantees based upon funding categories, types of technologies being studied, projected utility of proposed new measures, prevention goals, health behaviors, and chronic disease topics being targeted
- Number of grants to be funded under this CFP has yet to be determined

This information can be reviewed on pages 8 and 9 of the CFP.





DEADLINE

January 8, 2003 at *2:00 PM, EST*

This deadline will be strictly enforced

Please allow proper time for you application to download.
The online application will be deactivated at 2:00 PM, EST.





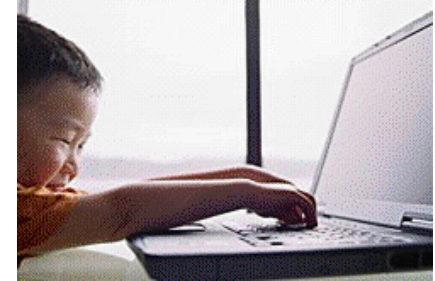
REVIEW PROCESS

The Health e-Technologies Initiative and its National Advisory Committee (NAC) are responsible for reviewing grant proposals.

The NAC makes recommendations to The Robert Wood Johnson Foundation where final decisions about funding reside.

Visit our web site to view a listing of our National Advisory Committee members.





FOLLOW-UP

- Applicants will be notified as to whether or not they will be invited to submit a full proposal in mid-March, 2003.
- The Foundation does not provide individual written critiques of LOIs or full proposals.



DISSEMINATION

Grantees are encouraged to distribute research results:

- at conferences/seminars
- via publication





QUESTIONS AND ANSWERS

Press *1 on your touch tone phone to ask a question.

CONTACT THE HEALTH e-TECHNOLOGIES INITIATIVE AT:

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