



Session 6 –

**Promoting Education And Research Learning Sessions at your NPC;
*Formulary Roadmap for Building Education Programs***

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Value Proposition

- ▶ **While programming related to Education isn't deemed as a "revenue generator" to be treated as equal to the research mission, there are key actions and activities you can employ to ensure rich, diverse learning by all stakeholders at your site.**
- ▶ **Education can help drive new research projects.**



Formulary Roadmap for Building Education Programs

Step 1

Determining the “Needs”

- Ask yourself: Do I know the “Needs” of the Education mission at my local VA Facility?



Formulary Roadmap for Building Education Programs

Step 1

Determining the “Needs”

- ▶ Meet with your ACOS/E (or designee) to learn what else do they do besides attend your Board meetings
- ▶ ACOS/E introduce you to the heads of the rotational programs in each discipline
- ▶ Meet with important staff in Service Lines (Mental Health, Social Work, Nursing, Women’s Health, Recreational Therapy, Pharmacy, Patient Advocates / Patient Experience, Employee Wellness, GRECC)
- ▶ Ask each of these leaders:
 - ▶ What are the current educational “Needs” of your service?
 - ▶ What goals is your service trying to accomplish?
 - ▶ What patient-facing programming do you do on an annual basis?
 - ▶ What Community Partners do you currently work with? Who are you hoping to partner with in the future?
 - ▶ What’s working, and what’s not?
 - ▶ What would you love to see or do that you cannot based on available funding?
 - ▶ Do you know of any potential funding sources I could approach?



Formulary Roadmap for Building Education Programs

Step 2

Design ways to promote VA-NPC Awareness

- Ask yourself: Do I know what my NPC can do to help?

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Step 2

Design ways to promote VA-NPC Awareness

▶ **Speaker Honorarium**

- ▶ Solicit suggestions from your Board – specifically your ACOS/E – for high-value guest speakers where the NPC offers a modest honorarium
- ▶ Review how & whether the Affiliate could play a role, perhaps hosting in their auditorium etc

▶ **Educational Learning Sessions (Lunch & Learn)**

- ▶ Medical Trainees present QI and QA projects
- ▶ PIs talking to veterans about their research (in-person)
- ▶ Director's Office/PAO staff to help develop + plan

▶ **Awareness Event Promotion**

- ▶ Track the annual calendar for priority conditions or diseases to build an awareness event your NPC can play a role, including helping secure giveaways for resource tables
- ▶ Build brand recognition and strategic relationships across the hospital (read: EMS for room set-up!)
- ▶ Identify potential team members for Research project opportunities
- ▶ Leverage Community partners to amplify + augment your efforts, particularly foundations



Formulary Roadmap for Building Education Programs

Step 3

Match your site's "Needs" with Funding opportunities

- Ask yourself: Do I know who would fund my Education mission?



Formulary Roadmap for Building Education Programs

Step 3

Match your site's "Needs" with Funding opportunities

- ▶ **"Friend Raising"**

- ▶ Monitor and even attend site "Town Halls" and other Community-based meetings
- ▶ Work with site-based teams, particularly Public Affairs Office, Voluntary Service, and the Patient Advocate to track Veteran-supporting organizations and foundations in your community
- ▶ Help develop an annual programming calendar where your NPC plays a role as you focus on National VA Research Week and other signature opportunities to have the NPC play more of a leading and hosting role

- ▶ **Connecting with Foundations**

- ▶ Utilize NAVREF Member Service resources to help you identify Veteran-supporting foundations in your community (eg, subscription to Foundation Online Directory)
- ▶ Review these organizations for their Board of Directors, Staff, recent grants, and press releases to identify avenues and people to approach
- ▶ Remember: each organization will require you to tailor your strategy and plan according to their funding guidelines, timetable for submissions, grant amount, and other terms



Formulary Roadmap for Building Education Programs

Step 3

Match your site's "Needs" with Funding opportunities

- ▶ **Online Searches**

- ▶ Quick searches could identify actionable leads – develop an efficient system to track organizations for those that might prove to be worth pursuing
- ▶ Remember: always “close the loop” on any organizations you’ve communicated with as to whether there will be chances for you to apply for funding again in the future

- ▶ **Match need to a funding opportunity**

- ▶ Pfizer Awards
- ▶ HRSA Awards
- ▶ Veteran-supporting Foundations / VSOs
- ▶ Education-focused Foundations
- ▶ Individual / Family Foundations

Formulary Roadmap for Building Education Programs Step 3 Match your site's “Needs” with Funding opportunities

HRSA NOTICE OF FUNDING OPPORTUNITY (NOFO)

U.S. Department of Health and Human Services

HRSA

Health Resources & Services Administration
NOTICE OF FUNDING OPPORTUNITY

Fiscal Year 2022

Bureau of Health Workforce

Division of Nursing and Public Health

Nurse Education, Practice, Quality and Retention (NEPQR)-Registered Nurse
Training Program (RNTP)

Funding Opportunity Number: HRSA-22-168

Funding Opportunity Type(s): New

Assistance Listings Number: 93.359

Application Due Date: August 19, 2022

Ensure your SAM.gov and Grants.gov registrations and passwords are current immediately!

HRSA will not approve deadline extensions for lack of registration.

Registration in all systems may take up to 1 month to complete.

Issuance Date: July 20, 2022

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PFIZER AWARDS

- Pfizer supports the global healthcare community's independent initiatives (e.g., research, quality improvement or **education**) to improve patient outcomes in areas of unmet medical need that are aligned with Pfizer's medical and/or scientific strategies
- Pfizer <https://www.pfizer.com/about/programs-policies/grants/competitive-grants>

Pfizer's Competitive Grants Program				
<u>Title</u>	<u>Grant Type</u>	<u>Focus Area</u>	<u>Country</u>	<u>Application Due Date</u>
Addressing Knowledge Gaps in Aplastic Anemia	Education	Hospital	All	10-Aug-22
Relapsed/Refractory Multiple Myeloma (United States and Western Europe, Japan, Singapore, Canada and Brazil)	Education	Oncology	All	8-Aug-22
Digital Education to Address Patients with COVID-19 and High Risk of Complications	Education	Hospital	All	10-Aug-22
Aplastic Anemia - Patient Education and Support (Europe)	Education	Internal Medicine	All	8-Aug-22
Multidisciplinary Gene Therapy Education - Recombinant Adeno-Associated Virus (rAAV)	Education	Rare Disease	All	20-Sep-22
Local Level Educational Grants Program to Increase Awareness & Understanding of Transthyretin Amyloid Cardiomyopathy (ATTR-CM)	Education	Rare Disease	USA	28-Oct-22
Optimizing Telemedicine/Telehealth for the Rheumatology Community	Education	Inflammation & Immunology	USA	13-Sep-22
Addressing Knowledge Gaps in Inflammatory Bowel Disease (IBD) Care	Education	Inflammation & Immunology	USA	20-Sep-22



Formulary Roadmap for Building Education Programs

Step 4

Frame the Need to the funding opportunity

- Ask yourself: Do I know how to promote my NPC to external stakeholders?



Formulary Roadmap for Building Education Programs

Step 4

Frame the Need to the funding opportunity

- ▶ **Frame the need**
 - ▶ What's your "elevator pitch" for your NPC? practice it now!
 - ▶ What available resources do you have to pursue Education programming and funding?
- ▶ **Proposal Development**
 - ▶ Identify people both internally and externally to help develop the proposal – Medical Trainees could prove very helpful here!
 - ▶ Review the award instructions
 - ▶ Provide timelines to meet deadlines
 - ▶ Ensure the VA Educational Committee/ACOS-E is aware of the proposed project



Formulary Roadmap for Building Education Programs

Step 5

VA regulations

- Ask yourself: Do I know the VA regulations for accepting education funds?



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Step 5

VA regulations

- ▶ **Pharmacy Educational Funds – OAA Memo – July 8, 2021**

- ▶ Per VHA Handbooks 1400.03 and 1400.08: “The offer of payments, goods, or services, either direct or indirect, to VA in exchange for allowing trainees to receive health professions education and training within VHA may *not be accepted*.” (Emphasis added)
- ▶ The problematic nature of this relationship exists whether these arrangements provide money to a local non-profit corporation (NPC) or to the VA Health Care System directly.
- ▶ When payment from an Affiliate to the VA is tied to a per trainee rate, there is an appearance of an arrangement that would violate the prohibition against paying for trainees to receive health professions training at the VA.

- ▶ **GRECC Educational Funding**

- ▶ **Other examples? – ask audience**



Formulary Roadmap for Building Education Programs

Step 6

Measure Success

➤ **FINAL STEP**

➤ Ask yourself: How do I measure success?



Formulary Roadmap for Building Education Programs

Step 7

Measure Success

- ▶ Satisfy needs of the educational mission
- ▶ Improves visibility
- ▶ Engenders “Good Will”
- ▶ Mature programs can be a steady revenue source

CHECKLIST Formulary Roadmap for Building Education Programs	PRIORITY	STATUS	START DATE	DUE DATE	% COMPLETE	DONE?	NOTES
MEASURE SUCCESS							
Pre-Ask							
Meeting with key internal stakeholders is an initial threshold for your overall undertaking							
Understanding the scale and scope of the Education mission at your institution							
Identifying real, actionable program and event ideas you can pursue							
Matching your ideas with potential funding sources that can satisfy the Need							
Post-Ask							
Positive responses from targeted sources to learn more or discuss further							
Actual commitments to provide support, even if not a full scale of the Ask							
Confirmations of grants or donations to cover your full Ask							
Pledges to provide further support, depending upon Need presented							
Referrals to other sources to consider supporting your NPC							
Board acknowledgment of successful implementation of the overall undertaking							
Craft a Timeline for your Plan							
Identify 3 things to do in the next (60) days enter key dates into your Outlook calendar							
VA-NPC Open Forums							
NPC Annual Board meeting							
Research Week							
NAVREF Annual Meeting							
Identify Teammates							
Current VA staff who have an incentive or reason to help you							
Interns from your Affiliate could also prove helpful, particularly those in collegiate and graduate programs							
Rely on the NAVREF "Tiger Team" of colleagues to help you address barriers, challenges, and opportunities							



Thank you