



Family Medicine Philanthropic Consortium Grant Awards SAMPLE APPLICATION: MEMBER OUTREACH

To download the FMPC Grant Awards Application go to www.aafpfoundation.org/fmpc, then click on FMPC Grant Awards Program.

ANSWERS FROM A TOP-SCORING 2014 FMPC APPLICATION

Please note that *answers are italicized in red ink*, and when a limit on the number of words is required the word-count has been provided.

APPLICANT INFORMATION:

Illinois Academy of Family Physicians

PROJECT TITLE: Provide your title using 8 words or less. Names that describe the project are best.

Empowering Seniors in a Medical Home

PROJECT SUMMARY:

FMPC Priority Areas. Select *only one*. Your choice must be reflected in your application as your project's *primary* focus.

Public Health **Member Outreach** Students-Residents Other (describe)

Type of Project. Select *only one*. New refers to an innovative project, not just new to your chapter. First Year refers to a project that is new to your chapter/foundation. Existing refers to a current or past program of your chapter/chapter foundation.

New First Year **Existing**

Executive Summary ~Describe your project and what you want it to achieve. Include major milestones and time frames. (300 words or less. **Sample answer is 230 words.**)

The goal of the initiative is to improve the care management for senior adults in Illinois. This project will encompass many aspects of education and resources designed to strengthen providers' ability to offer high quality medical care and palliative care services to their senior patients as well as providing patient resources to empower elderly patients.

Elements included in this initiative are:

- Connection and collaboration with Family Medicine Residency Programs to expand awareness of resources and education to physicians in training.*
- Support the Senior Medical Home project and the implementation of a software application for the Annual Medicare Wellness Visit. The specific project will roll-out in practice sites throughout Illinois and will assess, report upon and provide risk stratification methods for this senior medical population*
- Identify social service resources from the medical care community in the service areas of the Senior Medical Home Project; these ancillary services account for the other (non-medical) piece of access to care for seniors;*
- Produce a one-page patient education piece for physicians/residents to give to senior patients outlining resources, services and tools available in their area*
- Support training workshops for physicians/residents and presentations to senior community members on better understanding, managing and embracing palliative care and end of life issues (The Death Café, as an example)*
- Develop a CME activity to address the polypharmacy issues present in the senior population*



Family Medicine Philanthropic Consortium Grant Awards SAMPLE APPLICATION: MEMBER OUTREACH

Who are your participants and how many people will be impacted? How do you plan to bring this project to these participants? (200 words or less. *Sample answer is 106 words.*)

This program is specifically designed for primary care physicians and residents throughout Illinois. We expect to impact the 650 family medicine physicians in training through this outreach program as well as many other family medicine physicians and healthcare providers in Illinois. The program will be offered to all family medicine physicians in Illinois and directly promoted at the 27 residency training programs in the state. The impact of this program is much larger than the attendee numbers, in that physicians will be encouraged to share and inform colleagues and practice partners about education and resource opportunities available to improve the management of their senior patient population.

Will you have partners engaged in this project? If so, who? Will these partners provide money or in-kind resources? Be specific. (200 words or less. *Sample answer is 98 words.*)

Yes, there are many partners in this initiative. The partners of the IAFP that will work on this initiative include, but will not be limited to, the: Illinois Family Medicine Residency Training Programs- namely LaGrange FMR and Hinsdale FMR and the physician practice sites throughout Cook and DuPage County involved with the Senior Medical Home Project, Group Practice Forum-The Kinetix Group, Family Medicine Palliative Care Collaborative Community, Federally Qualified Health Centers (FQHCs), Greater Illinois Alzheimer's Association, Illinois Osteopathic Medical Society, Illinois Academy of Physician Assistants, IL Society for Advanced Practice Nursing and the Illinois Department of Public Health.

What grant amount are you seeking from the FMPC? Please round to the nearest dollar. \$ *7000*

What is your grant project start date and end date?

Start date: *January 2015*

End date *December 2015*

PROJECT DESCRIPTION

What problem or need are you addressing? Include data and information that demonstrates why this is a problem or need. (300 words or less. *Sample answer is 299 words.*)

America faces an unprecedented wave of aging as members of the iconic baby boomer generation turn 65. This year alone, 4 million Americans will join the growing ranks of senior citizens. The Affordable Care Act strengthened the Medicare system that this growing senior population relies on. While Medicare certainly needs adjusting, if the law is overturned, the challenges of Medicare financing will only get worse. For the millions of senior citizens the improvements brought by health care reform are just an important first step. We must protect the progress made by the Affordable Care Act, but much more is needed to support our rapidly growing senior population to help them live independently, at home and in our communities with dignity. Among seniors, polypharmacy is a common problem. Currently, 44% of men and 57% of women older than age 65 take five or more medications per week; about 12% of both men and women take 10 or more medications per week.

Palliative care management brings about a special set of treatment circumstances for the primary care physician. The results of a recent survey given to Illinois primary care physicians showed there was a lack of education in the primary care realm for treating patients in a home care / palliative care situation. Poor adherence to the medication regimen is an ongoing problem among older adults. Although most patients are



Family Medicine Philanthropic Consortium Grant Awards SAMPLE APPLICATION: MEMBER OUTREACH

motivated to take their medications as prescribed, some may fail to comply due to lack of understanding, confusion, or simple forgetfulness.

Physicians need to have information on and access to social services in their area to help bridge the gap of care for these seniors. Primary Care physicians have a unique opportunity to help identify patients at risk for inappropriate polypharmacy and to educate patients, caregivers and families about risk reduction.

What are your project's Goals, Objectives, and Activities? For each goal you list, you must identify a corresponding objective and activity that will help you achieve the goal. Objectives and activities should be specific, measurable, attainable, relevant, and time-bound. (No word limit but total application plus attachments may not exceed 10 pages.)

The overall goal of this program is to improve care provided to seniors in Illinois. The objectives and corresponding activities are listed below. Each of the objectives and activities will serve to support and achieve the overall goal for the initiative.

1. Support the Senior Medical Home Project.

Provide support for and access to information on the implementation of a software application for the Annual Medicare Wellness Visit. Support practice sites with education and resources that complement the Annual Wellness Visit risk stratifications, enabling physicians to better manage their senior population

2. Produce a one-page patient education piece identifying social service resources for seniors.

Identify social service resources from the medical care community in the service areas of the Senior Medical Home Project. This one page resource will be distributed to physicians and groups involved with the Senior Medical Home Project (as well as others throughout the state, by request) and will identify resources, services and tools available in their area for seniors

3. Coordinate educational workshops on topics that assist in improving the care of and empowering seniors.

Support training workshops for physicians/residents through CME offerings and workshops on palliative care management. Support presentations to senior community members on better understanding, managing and embracing palliative care and end of life issues

4. Develop a CME activity to address polypharmacy issues in the senior population.

IAFP will support the development of a CME activity on Polypharmacy in the Vulnerable Elderly. (this project has a separate budget that is NOT part of this FMPC grant request. But important to note that this CME will be an educational resource available and utilized throughout this initiative)

What evaluation tools will you use to measure whether your project has achieved success? These evaluation tools should correspond to the goals, objectives, and activities stated in the question above. (300 words or less. Sample answer is 206 words.)

Program Evaluations/Outcomes Measurement

All components of this initiative will be evaluated, both qualitatively and quantitatively. Both the Senior Medical Home Project and the Polypharmacy of the Vulnerable Elderly CME have their own outcomes measurement structure (both can be reviewed on the supporting documentation attached to this application).



Family Medicine Philanthropic Consortium Grant Awards SAMPLE APPLICATION: MEMBER OUTREACH

All CME activities will be conducted with a post program test to provide accountability regarding the educational content of the presentation/training. The post-program evaluation will gather data on accomplishment of objectives. In addition, a self-measurement survey will gather subjective data regarding changes in competence and expected performance in practice as a result of completing the CME activity. This evaluation will measure the participant's immediate position on current practices as well as prompt questions on anticipated changes.

The patient education components of this initiative will be evaluated by slightly different methods. Objectives will be measured by:

- Capturing the number of patient education material mailed to physicians*
- Tracking the attendance at each presentation/event*
- Providing evaluation forms to the participants of all initiative presentations/workshops*
- Recording the number of evaluations received and summarizing the feedback given; information gleaned from evaluations will be used to re-evaluate and strengthen future programs for both physicians and community members*

PRIOR ACHIEVEMENTS OF SAME/SIMILAR PROJECT PREVIOUSLY FUNDED BY FMPC GRANT AWARD

Description. (No word limit but total application plus attachments may not exceed 10 pages.)

ATTACHMENT INFORMATION

Please provide a short descriptive summary of information contained in attachment and the total number of pages. (No limit on number of attachments but total application plus all attachments may not exceed 10 pages.)

Supporting documentation for this initiative includes the following attachments:

- Description of the Senior Medical Home Project (1 page),*
- Description of the Polypharmacy of the Vulnerable Elderly project (3 pages) and*
- Overview of a potential community workshop/or physician training workshop called "Death Café- get more outta life" (1 page).*



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PROJECT BUDGET

	\$ Requested from FMPC	\$ Other Funding	\$ In-Kind Support	\$ Category Total
STAFF & ADMIN Include all staff and personnel, interns, consultants, volunteers, members, etc.	\$ 1,000	\$ 0	\$ 1,000	\$ 2,000
SUPPLIES	\$ 2,000	\$ 0	\$ 0	\$ 2,000
EQUIPMENT	\$ 0	\$ 0	\$ 0	\$ 0
OTHER	\$ 4,000	\$ 1,000	\$ 1,000	\$ 6,000
TOTAL per Funding Source	\$ 7,000	\$ 1,000	\$ 2,000	Grand Total \$ 10,000
% of Staffing & Admin Can't exceed 30% (Staffing & Admin FMPC/Total FMPC)	% 14			

Budget Narrative

This section should be comprehensive and address funding requested from FMPC as well as other funding sources, and in-kind support. For all categories please explain the need for the cost and how costs were estimated. (No word limit but total application plus attachments may not exceed 10 pages.)

Staff and Admin - \$2,000 total;

\$1,000 requested from FMPC for gathering information on senior social service resources; compiling information in a practical useful manner by geographic region (\$1,000 in in-kind support by IAFP staff)

Supplies - \$2,000 total;

\$2,000 requested from FMPC for production of up to three one-page communication/patient education on senior social service resources, (for 3 different service areas in Illinois)

Equipment - \$0

Other - \$6,000 total; (\$1,000 distribution and \$5,000 workshops)

\$1,000 requested from FMPC for distribution and mailing of the patient education materials developed for seniors

\$4,000 requested from FMPC for presentation and workshop support (both for community members and for physician/resident training) A/V, room rental, refreshments and other logistics pertaining to hosting a presentation/workshop; possibly 4 geographic offerings; 4 workshops at \$1,250 each (\$5,000 total, includes an estimated \$1,000 from in-kind donations of room and other equipment support).