

The Hopkins Business of Health Initiative
COVID-19 and the business of health
A request for proposals

Our Opportunity

While the US spends dramatically more on health care than any other country, the current pandemic has exposed weaknesses in the structure of the US health system and underscores the need to improve the way we deliver health to the nation. The Hopkins Business of Health Initiative (HBHI) seeks to develop and advance new ideas and scalable approaches to address this problem by catalyzing collaboration, innovation, and real-world impact.

To kickoff this effort, we are requesting proposals for *pilot projects regarding COVID-19 and the business of health*. Deadline will be April 24. Budget requests should not exceed \$20,000.

Examples of research questions emerging from the pandemic related to the business of health

- a. What can be learned from the rapid adoption of telehealth during COVID-19 about how a move to digital health might best address the nation's health system challenges. Projects in this area could tackle issues of heterogeneity of value, equity, reimbursement, privacy, behavioral barriers and facilitators, and organizational factors.
- b. What is the impact of COVID-19 on the financial and organizational future of health care payer, providers, and suppliers? Are there solutions to ensure stability of health care organizations to prepare for future pandemics? How to best organize and deliver services moving forward to jointly optimize supply chain efficiency with preparedness?
- c. How can the social and health care safety net address the externalities inherent in communicable diseases? How can business and society best internalize those externalities?
- d. How does COVID19 influence our understanding of the relationship between health, the economy, and policy?

Who is eligible: Full-time faculty from any division from across Johns Hopkins University.

Successful applications will be scored based on the following criteria:

1. **Impact.** The significance of the problem and the potential for new insights advancing health and/or health services.
2. **Theme.** The degree to which the topic of the proposal ties to COVID-19 and the business of health. Please see description of HBHI on the last page for how HBHI plans to prioritize a focus on the business of health.
3. **Investigators.** The qualifications of the investigators. Multidisciplinary teams are preferred, but not required; these teams may be formed within a school, between schools, or may involve partners external to Hopkins.
4. **Methods.** The appropriateness and methodological rigor of the scientific plan.
5. **Future potential.** The likelihood successful completion of this pilot project would lead to external funding and/or a larger research program that would support the development of the collaborative and innovative HBHI community. Please indicate if proposal includes data or other resources that could be leveraged by others at HBHI.

Timeline:

April 13 at 3:00p ET	Zoom call where HBHI will discuss RFP in more detail and answer any questions and assist in identifying potential research collaborators. Please register with request to jhollow9@jhu.edu .
April 24, 2020 11:59 pm	Application deadline
April 30, 2020	Award Announcements
May 1, 2020	Project start date
May 27, 2020	HBHI Zoom Retreat – Grantees will present their research ideas and get feedback from the broader HBHI community
Dec, 2020	Grantees will present results to HBHI community

HOW TO APPLY

Please submit proposals to Jamey Holloway jhollow9@jhu.edu with subject line “HBHI COVID-19”. Proposals should be a combined pdf electronic version of the following proposal elements:

Project Description (up to two pages, single-spaced, 11-point font minimum) which contains the following information:

- statement of the project’s specific aims, significance, and impact
- description of the research plan and methodologies to be employed
- discussion of how the data and how key variables will be measured and analyzed
- outline of next steps (e.g., plans for external funding and/or a new research program)
- timetable for project completion (e.g., Gantt chart). Timeline of 6 months is strongly preferred, but will accept applications with a one-year timeline.

Project Budget: clearly describe and justify the specific items to be funded by the grant (not to exceed one page). Formal budget and application approvals will be required after proposal is selected. Indirect costs are not permitted. Funds are intended to support research assistants, data acquisition, and survey costs. Faculty salary support is permitted, but not preferred.

Biosketches or CVs: Principal Investigator (PI’s) and Co-Investigator NIH biosketches or CVs with selected relevant publications, current research support, and research support received during the past three years.

The Hopkins Business of Health Initiative (HBHI)

The Hopkins Business of Health Initiative is a new collaborative initiative between Johns Hopkins' Carey Business school and its three world-leading health schools - Bloomberg School of Public Health, School of Nursing, and School of Medicine - to integrate research, practice, and policy to improve the productivity of the nation's health system. This new initiative will ensure that Johns Hopkins University plays a leading role in transforming our national health system into the most productive and admired health system in the world.

Ultimately, HBHI will focus on the business of health by prioritizing:

- (1) collaborative, multidisciplinary research applying business principles to address the nation's health system challenges;
- (2) testing and scaling novel approaches for firms and organizations to advance health and slow health spending growth; and
- (3) identifying cost-effective health interventions and the pathways to scale innovation through alignment of financial incentives and social value.

To support these goals, **HBHI seeks to establish 3 platforms to sustain collaboration, innovation, engagement, and real-world impact:**

1. Data Enclave Platform that facilitates research within HBHI domains in an environment that promotes university-wide collaboration and leverage of existing data assets. As a first step, this platform will provide secure insurance claims data that form the backbone of much of the research across HBHI. Building a robust data platform is a requirement to be successful with strategic hires for HBHI.
2. Internal Convening Platform to build the HBHI community to incubate innovative programs and advance our collaborative, multidisciplinary work.
3. Communication and Partnership Platform to solidify the Hopkins leadership in the business of health by communicating for real-world impact, sustaining relationships with leaders in industry, government, and academia, and by branding our collective thought leadership in the business of health.