AARP Quality Measure Innovation Grant: Proposal Guidance

Background

AARP®, in collaboration with OptumLabs™ and National Quality Forum, is excited to offer this pilot funding opportunity in support of quality and performance measure innovation. This award is supported by AARP, and will be administered by OptumLabs with expert input from the National Quality Forum.

AARP is known for supporting innovative efforts to improve the lives of older Americans. OptumLabs and the NQF Measure Incubator™ both represent such innovation in health care research and quality. As part of a pilot program, AARP is sponsoring a project supporting the development and/or testing of a new and novel quality measure, leveraging OptumLabs' unique data assets and addressing one or more important gaps in care. To move quickly on this pilot concept, AARP, OptumLabs and NQF have designed this funding opportunity for invited proposals.

This funding opportunity is being offered to OptumLabs Partners and to NQF members, with expertise in quality and performance measurement, for innovative measure projects that can leverage the existing OptumLabs Data Warehouse (OLDW).

Eligibility

Only OptumLabs partners or NQF member organizations who have received this funding opportunity announcement directly from either OptumLabs or the NQF are eligible to submit proposals. Parties not under an active master agreement with OptumLabs are eligible to submit proposals, but will be required to team with an OptumLabs partner. For clarity, parties who are not under an active master agreement with OptumLabs shall not have access to any OptumLabs data assets. Upon submitting a Letter of Interest, OptumLabs and NQF staff will provide teaming support to connect parties for potential collaborations where appropriate.

Submission and Selection Process and Timeline

This funding opportunity opens on Monday, September 26, 2016. The first course of action for interested parties is to submit a Letter of Interest. Submit your Letter of Interest, via email, to proposals.optumlabs@optum.com, no later than Monday, October 10, 2016.

Proposal review and award selection

A selection committee composed of AARP, OptumLabs and NQF staff will review the submissions based on the enclosed selection criteria (see Appendix A), and may award one or more projects, depending on total proposed budgets. All respondents will be notified on or before Monday, November 14, 2016.

Request for Proposals Open

- RFP opens — September 26
- Overview with Q&A (Webex, password: AARP) — September 30, 1–2 p.m. EDT
- Letter of Interest and NDA due — October 10
- Data overview (for those under NDA only) — October 12, 3–4:30 p.m. EDT
- NQF/OL teaming support — September 27–October 27
- RFP application deadline — October 28

Review and Selection

- Grant proposal review and selection — October 29–November 11
- Grant notification — November 14

Measurement Priorities

We are seeking mature measure concepts or specified measures ready to leverage OptumLabs data assets for specification and/or testing.

AARP target constituency is the population age 50 years and older. Therefore, proposed measure projects should address measurement gaps for this or a subset of the 50-plus population. AARP interests and priorities for improving patient-centered quality in health care are wide-ranging. Important measure gaps exist in domains of particular interest which will be given priority consideration in the selection process. While all measurement ideas are welcome, domains of particular interest include, but are not limited to:

• Appropriate use

• Treatment Burden

• Dementia

• Family and caregiver burden

• Patient-reported outcomes

• Multiple chronic conditions

• Diagnostic accuracy

Data Assets

Selected project(s) must use the OptumLabs Data Warehouse, a unique, big data environment that integrates administrative claims, EHR-derived (dEHR) clinical data and consumer-lifestyle data into the largest single source of combined claims and clinical data available. Claims are comprised of more than 130 million commercially-insured and Medicare Advantage individuals. The dEHR data are normalized and standardized from all-payer patient encounters at 43 different Integrated Delivery networks and medical groups across the United States, representing more than 50 million lives (Appendix B).

Proposed Project Timelines

This award is seeking measure projects that can be feasibly completed within 6-12 months of contract execution. Completion means the project should be designed to result in a specified and tested quality measure to the degree feasible using the OptumLabs data environment. We are, in part, seeking opportunities to accelerate the innovation process through access to data, thus proposals for mature measure concepts or specified measures seeking data for testing.

Funding

The total funding award available through this program is $200,000, which includes a $50,000 allocation for data. The remaining $150,000 may cover direct project costs with no more than 10% indirect institutional costs. Organizations should propose a budget in accordance with a project to be completed within the proposed timeline.

Submission and Response Requirements

Please limit submissions to five pages or less and include:

(i) A general description of your proposed measure project, including why the measure is
    a. Aligned with priority domain(s) above and/or addresses important measurement gap(s)
    b. Considered innovative or novel
    c. Impactful to the overall health system

(ii) Summary of background and supporting information indicating the rationale and potential future implementation opportunities for the measure.
    a. Rationale
        i. Importance for improving care
        ii. Scientific evidence supporting acceptability
    b. Potential for implementation
        i. Feasibility for implementing, reporting, etc
        ii. Use and usability for improving care

(iii) Project Feasibility
    a. Anticipated data requirements for the measure
    b. Summary of project resource requirements
        i. Team staffing
        ii. Proposed budget
        iii. Resources, tasks and timeline
        iv. Deliverables

(iv) Information about your project team's capabilities and distinctive competencies, and why it is uniquely qualified to succeed
    a. Team expertise (e.g. clinical, measurement, technical, etc.)
    b. Team experience with Claims or EHR data generally, or Optum, Humedica or OptumLabs data more specifically, if applicable.
    c. References, especially relevant prior work

Appendix A: Selection Criteria

AARP, OptumLabs and NQF will use the following selection criteria to review submitted proposals and select an awardee.
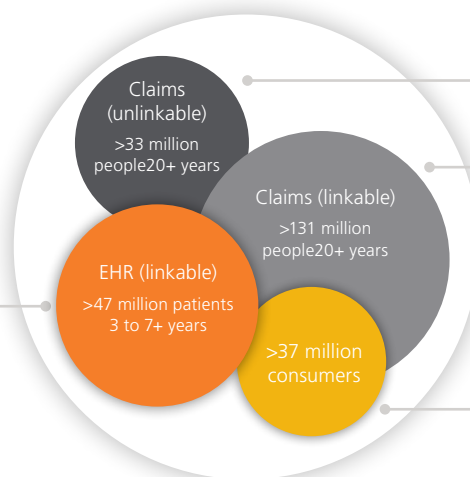
- Project Feasibility
    - Fit for OptumLabs Data Warehouse
    - Budget and Timeline for development and testing

- Project Team Capabilities
    - Measure development experience
    - Knowledge of, or experience with, OptumLabs Data

- Project Impact
    - Rationale
    - Importance – rationale for measuring quality
    - Scientific acceptability – level of evidence supporting the measure candidate
        - Potential implementation
    - Feasibility – of calculating/reporting the measure candidate in practice
    - Use and Usability – ability to implement and use the measure for improving quality
        - Alignment with priority domains/Addresses important measurement gap
        - Degree of innovation/novelty
        - Overall health system impact

Appendix B: Overview of OptumLabs Data Warehouse

Expanded insights with deeper clinical context

EHR derived data fields:

- Encounters
- Vitals (BMI, BP, heart rate, BG)
- Labs
- Medication orders
- Observations (Smoking, FEV1, dyspnea, bone density)
- Admissions, ED visits, Observation stays
- Patient-provided information (e.g. pain scores)
- NLP derived information (signs and symptoms, family history)

Claims (unlinkable)
>33 million people 20+ years

Claims (linkable)
>131 million people 20+ years

EHR (linkable)
>47 million patients 3 to 7+ years

>37 million consumers

Administrative Claims Data 1,500+ data fields:

- Medical claims
- Pharmacy claims
- Lab claims and results
- Health risk assessments
- Patient and plan paid costs of care
- Race
- Income
- Education level
- Geography

30+ additional consumer data fields:

- Consumer behavior: general trends
- Household composition
- Activities and interests

Appendix C: Disclaimers

- The submission of a letter of interest or any other application documentation for the AARP Quality Measure Innovation Grant does not obligate AARP, NQF or OptumLabs to select a winner or to fund any proposals received under this program. AARP, NQF and OptumLabs together retain sole discretion regarding the conduct of this program.

- Access to OptumLabs data assets is subject to the terms of the applicable master agreement between the OptumLabs partner organization and OptumLabs. Moreover, participation in this program remains subject to the applicable confidentiality terms; either the OptumLabs partner organization's agreement with OptumLabs for participants from OptumLabs partner organizations, or a fully executed non-disclosure agreement for participants from non-OptumLabs partner organizations.

- All OLDW data is de-identified and may not be re-identified by participants. Such data may only be accessed using techniques compliant with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and other applicable laws, and OptumLabs reserves the right to require deletion of individual level OptumLabs data from any results based on research conducted under this program in accordance with the terms of the applicable OptumLabs partner organization's master agreement with OptumLabs.