



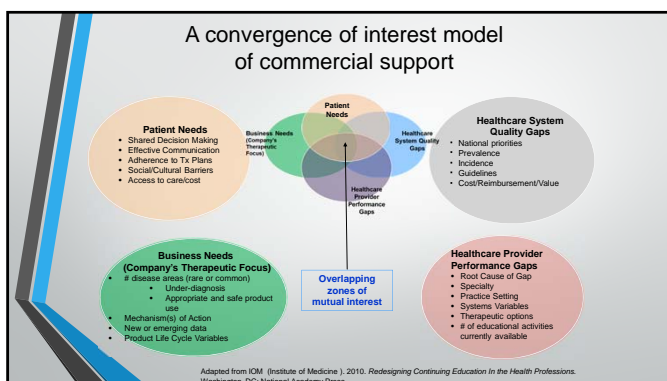
Fast & Furious

Top 10 Dos and Don'ts for Grant Requests

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1. Alignment with company's areas of interest



2. Appropriate needs assessment

Many proposals are
submitted with limited
methodology such as
literature search

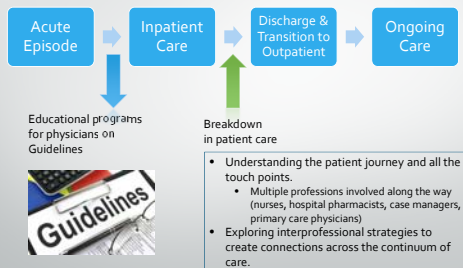


3. Identify the Gap and the Root Cause



Example

Root Cause: Knowledge of Guidelines or Understanding the Continuum of Care?



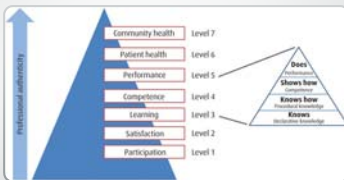
4. Share how you are going to achieve closing the gap

Some just say they are going to do it.



5. Choose the correct Outcomes Level

- Many companies use Moore's Outcomes Model



Professional Authority	Outcome Level	Outcome
High	Level 7	Community Health
	Level 6	Patient Health
	Level 5	Performance
	Level 4	Competence
	Level 3	Learning
	Level 2	Satisfaction
Low	Level 1	Participation

The pyramid diagram on the right shows the progression from 'Knows' (Level 1) to 'Does' (Level 7), with intermediate levels labeled 'Knows how' and 'Shows how'.

6. Alignment of Gaps, Root Cause(s), Instructional Design, Measures, Competencies and Outcomes

... create **Outcomes**

... which have **Impact**



Example


Aligning Gaps, Goals and Outcomes

Needs assessment: In addition to literature review, conducted patient & caregiver surveys/interviews and clinician surveys/interviews. Consider healthcare gap versus performance gap.

Gaps/Root Causes	Goals	Expected Outcomes
<ul style="list-style-type: none"> HCPs and patients have different perceptions on goals with patients' focus on coping with symptoms of Disease X and HCPs focus on reductions in exacerbations and measurements. HCPs and patients have deficiencies in communication skills. 	<ul style="list-style-type: none"> Educate both HCPs and patients on tools to improve HCPs' patient-focused communication performance skills and to enhance patients' ability to engage with their HCPs effectively and efficiently 	<ul style="list-style-type: none"> Enhanced patient engagement in shared decision-making about treatment options & ongoing disease management Aligned goals of treatment between HCPs and patients Improvements in quality care as assessed by both patients and HCPs

7. Provide reasonable estimates

- Don't inflate the numbers
 - Number of Attendees/participants
 - Targeted audience
 - Costs



8. Successful Execution of Activities