



Improving the state of
New York's health

May 2023

Page 1 of 5

Request for Proposals

Primary Care: Expanding Access and Advancing Racial Health Equity

Applicants must first complete an online letter of inquiry form (LOI). Please visit the [Apply for Funding](#) section of our website to find detailed LOI submission instructions, a link to our applicant portal, and frequently asked questions (FAQs). The deadline for the LOI is **June 13, 2023 at 1:00 p.m.**

ABOUT THE FOUNDATION

The New York Health Foundation (NYHealth) has a broad mission to improve the health of all New Yorkers, especially people of color and others who have been historically marginalized. To achieve meaningful impact, the Foundation makes grants, informs health care policy and practice, and spreads effective programs that work to improve New York's health system and make it more equitable. The Foundation's grantmaking is focused on three priority areas: Primary Care; Healthy Food, Healthy Lives; and Veterans' Health. We also engage in responsive grantmaking through a Special Projects Fund.

BACKGROUND

Primary care is often a patient's first and most regular point of contact with the health care system. High-quality primary care provides ongoing, relationship-based care that meets the health needs and preferences of individuals, families, and communities, according to the National Academies of Sciences, Engineering, and Medicine.

Primary care is a rare "win-win" in health care; it improves individual and community health, enhances health equity, and saves money. Patients engaged in primary care are better equipped to manage chronic diseases like diabetes and asthma, and they are more likely to get preventive care like cancer screenings, flu shots, and nutrition counseling. Better access to primary care is associated with fewer hospital visits, fewer emergency department visits, and fewer surgeries—ultimately lowering health care costs.

Despite its high return on investment, we underinvest in primary care, both nationally and in New York State. Primary care accounts for 35% of health care services in the United States, yet we spend

Important Dates

LOI Deadline:

June 13, 2023 at 1:00 p.m.

**Full Proposal Invitation/
Declination Notification:**

End of July 2023

Full Proposal Deadline

(invited applicants only):

August 24, 2023 at 1:00 p.m.

Award/Declination Notification:

End of November 2023



Improving the state of
New York's health

May 2023

Page 2 of 5

only about five cents on the dollar on primary care relative to total health care spending. In New York, spending on primary care is on or below average, contributing to our lagging other states on health outcomes like cardiovascular deaths, diabetes, physical inactivity, and health disparities.

Without greater investment in primary care, too many New Yorkers will continue to go without needed care. One in three New Yorkers lives in an area with inadequate primary care access. These gaps are greatest in communities of color and rural communities across New York State—for instance, Black and Hispanic patients are significantly less likely than white patients to have an ongoing relationship with a primary care provider.

The time is right to invest in and strengthen New York's primary care system. As we emerge from the COVID-19 pandemic, it is clear that there are both glaring inequities in our health system and momentum for improvement. Policy efforts are underway across nearly 20 states, including New York, to increase the proportion of overall health care spending directed to primary care. New federal and State initiatives also stand to increase support for New York's primary care providers, including the U.S. Department of Health and Human Services' initiative to strengthen primary care, New York State's capital investments in health care infrastructure, and New York State's expected Section 1115 Medicaid demonstration waiver. At the practice level, primary care providers are implementing new models that place patients at the center of their care, use multidisciplinary care teams, and employ innovative uses of technology.

NYHealth officially launched a priority area focused on [Primary Care](#) in 2023. This new area builds on and elevates work we have supported for many years. View [related projects](#) previously funded by NYHealth.

FUNDING OPPORTUNITY

Through this inaugural Request for Proposals (RFP), NYHealth invites project proposals focused on two of our core program strategies to: 1) **expand primary care access**; and 2) **advance racial health equity through primary care**.

Efforts to expand access to primary care must involve both policy changes and practice innovations. In terms of policy change, one of the most effective levers to expand access is to rebalance health care spending to direct more resources into primary care. At the practice level, new models of care can provide patients with more entry points into the primary care system and enable primary care teams to expand their reach and practice more efficiently. Expanding access to primary care is inextricably linked to advancing racial health equity, as shortage areas in New York State are often communities



Improving the state of
New York's health

May 2023

Page 3 of 5

of color. Additionally, improving racial health equity through primary care is not only about increasing access to care, but also about improving the quality and experience of care for patients of color. To narrow persistent racial disparities, efforts must address bias, structural racism, mistrust, and gaps in communication between patients and providers. Furthermore, high-quality primary care can address patients' health issues and social needs that, when left unaddressed, contribute to health inequities. Rather than two siloed strategies, efforts to expand access and advance racial health equity are synergistic. Projects may fall into one or both strategy areas. Examples of projects that align with NYHealth's approach include, but are not limited to, the following.

Expanding primary care access:

- Creating policy and regulatory changes that direct a greater share of total health care spending to primary care;
- Implementing and testing payer- or purchaser-led initiatives that create incentives for high-quality primary care delivery;
- Piloting new models of integrated primary care and specialty care to inform evolving New York State regulations;
- Spreading telehealth and other digital tools for disease management equitably among marginalized populations; and
- Testing and scaling care delivery models in non-clinical, community-based settings.

Advancing racial health equity through primary care:

- Elevating patients and communities of color in health system oversight and practice redesign to have meaningful and measurable impact;
- Developing and testing racial equity-focused quality metrics or payment incentives;
- Conducting practice improvement initiatives to improve patient experience and quality of care for marginalized patient populations; and
- Providing technical assistance to providers to screen and refer for health-related social needs under new Medicaid value-based care models.



Improving the state of
New York's health

May 2023

Page 4 of 5

The most successful applications will take a policy and systems approach to achieve broad impact. To be competitive, a proposal limited to a specific health system or facility must clearly articulate how the project will lay the groundwork for efforts to be scaled across health systems, regions, or the State.

Funding requests that include the hiring of additional clinicians and staff, expansion of service hours, or start-up for new facilities or new service lines must support the implementation of a specific, time-bound project and cannot solely be for general care delivery.

Please refer to the [FAQs](#) for more information.

ELIGIBILITY AND FUNDING

Eligible Organizations: To build the capacity of New York State-based organizations to advance the field, all applicants are required to be New York State-based. Applicants may partner or subcontract with a non-New York State-based organization if it offers resources and expertise beneficial to the project.

Nonprofits, government agencies, for-profit organizations, and academic organizations are eligible to apply. Examples of organizations include, but are not limited to, health care systems and providers, independent practice associations, professional member organizations, community-based organizations, patient advocacy organizations, policy organizations, and academic or research organizations. Past and current NYHealth grantees and new organizations are welcome to apply. Individuals are not eligible to apply.

Funding Requests: Individual project budgets will be capped at \$250,000. Priority for larger grants will be given to projects that are statewide or regional in scope, have system-wide implications, and build collaboration among organizations.

Funds requested must be commensurate with the work proposed. Appropriateness of the grant budget in relation to the proposed scope of work, timeline, and geography will be an important factor in selecting the most competitive proposals.

Grant Period: Projects cannot exceed 24 months in duration. Some competitive projects can be completed more quickly and result in impact sooner than others. Larger, more ambitious projects (e.g., policy change) may take longer to complete.



Improving the state of
New York's health

May 2023

Page 5 of 5

Ineligible Requests: NYHealth will not provide grant funding for general operating support, capital expenses (e.g., construction/renovation, health care equipment), or lobbying.

Selection Criteria: These include, but are not limited to, the extent to which projects:

- have regional or statewide impact or lay the groundwork for scaling or replication;
- disseminate best practices or otherwise inform the field of primary care;
- contribute to policy and systems change; and
- have a plan to sustain the work after grant funding ends (e.g., leverage federal, State, or payer resources).

APPLICATION PROCESS

Step 1: All applicants are required to complete an LOI. The LOI deadline is **June 13, 2023, at 1:00 p.m.** The LOI and submission instructions are available in the [Apply for Funding](#) section of our website. All LOIs are reviewed internally by Foundation staff, who will invite selected applicants to submit a full proposal.

Step 2: Applicants will be notified by the **end of July 2023** whether they are invited to submit a full proposal. Selected applicants will be e-mailed specific submission instructions, with a deadline for submitting the full proposal by **August 24, 2023, at 1:00 p.m.**

Following review by a panel of external experts and Foundation staff, we expect to notify applicants of final grant decisions by the **end of November 2023**.

Programmatic questions about this funding opportunity should be e-mailed to PCRFP@nyhealthfoundation.org. Because of the large number of inquiries expected, we will be answering questions via e-mail. We encourage you to be specific in your questions so we can offer helpful feedback. If we determine questions cannot be answered sufficiently via e-mail, we will reach out to arrange time for a brief phone conversation.

Technical questions regarding the online application system should be e-mailed to the NYHealth Grants Management Department at gm@nyhealthfoundation.org.