Default Question Block

2023 Nudge Unit Request for Proposals Application Form

Thank you for your interest in the Nudge Unit request for proposals.

We are interested in opportunities that implement nudges in these targeted areas:

- Transforming care – Implementing novel changes to positively impact care delivery, outcomes, and experience (e.g., machine learning algorithms and nudges to increase serious illness conversations between clinicians and cancer patients).
- Efficiency and automation – Reducing inefficiencies and automating processes to ease the burden on care teams and reduce costs for Penn Medicine (e.g., a default in the electronic health record to decrease unnecessary imaging).
- Wellness and engagement – Introducing interventions that enhance clinician well-being (e.g., a solution that enables clinicians to spend less time charting outside of clinic hours).
- Health equity – Reducing health disparities and racial inequities that affect marginalized groups (e.g., an intervention that supports resource coordination for vulnerable populations).
- Population health – Optimizing patient health outcomes for patient populations and communities (e.g., an active choice intervention in the electronic health record to increase flu vaccinations).

Please complete this application to the best of your ability. All applications will be considered, regardless of how developed the idea or solution is.

Applications are due May 5, 2023, at 11:59 PM ET.

Team Information

1. Team lead

1A. Name

[   ]

1B. Email address

[   ]

1C. Role

[   ]

1D. Where do you work? Complete all that apply.

Division(s)   [   ]

Department(s)   [   ]

Practice(s)   [   ]

Hospital(s)   [   ]

Floor(s)   [   ]

Unit(s)   [   ]

2. List the names of any other team members.

[   ]

3. We would like to get a sense of your team's resources. For Yes
responses, please describe briefly.

3A. Does your team have available research staff (e.g., research coordinator and/or project manager) to support this project?

3B. Does your team have direct access to a data analyst to pull baseline and evaluation data and perform statistical analyses?

3C. Does your team have experience publishing quantitative quality improvement studies in peer-reviewed literature?

Project Overview

1. Project title

2. Clinical area (e.g., department, procedure, disease, etc.)

3. Problem type (e.g., screening, workflow, evidence-based practice, patient experience, etc.)

4. Provide an executive summary of your project (2-3 sentences).

[   ]

The Problem

1. Describe the problem you seek to solve, providing evidence and data (from Penn Medicine or broadly) wherever possible to explain why it is big and important.

1A. Describe the problem (e.g., care gap or behavioral process) you are trying to address with a nudge.

[   ]

1B. Describe the evidence base for this problem.

[   ]

1C. Who is involved in and impacted by this problem?

[   ]

1D. Where in the workflow does this problem occur?

[   ]

2. What (if any) efforts or initiatives have already been implemented to address the problem? What impact did they have? Were there any key lessons learned?

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3. What are the challenges to implementing solutions for this problem?

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Implementation and Evaluation

1. Describe your proposed solution(s) for overcoming the problem.

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2. Where would you like to conduct this project? Please be specific. Include all division(s), department(s), practice(s), hospital(s), floor(s), or unit(s) where you would like to conduct this project.

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3. Where and when in the workflow would a nudge be most effective to prompt the desired behavior?

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4. How will you measure improvement? Please provide your proposed primary and secondary outcomes and how they might be collected.

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5. List and explain any partnerships that will be needed to complete this project.

[ ]

Proposed Impact

1. Do you foresee this project resulting in measurable improvement in any of the following areas? Select all that apply.

- ☐ Transforming care
- ☐ Efficiency and automation
- ☐ Wellness and engagement
- ☐ Health equity
- ☐ Population health

2. Briefly explain or estimate the potential measurable improvement in transforming care.

[ ]

2. Briefly explain or estimate the potential measurable improvement in efficiency and automation.

[ ]

2. Briefly explain or estimate the potential measurable improvement in wellness and engagement.

[ ]

2. Briefly explain or estimate the potential measurable improvement in health equity.

[ ]

2. Briefly explain or estimate the potential measurable improvement in population health.

[   ]

3. Describe or estimate the potential measurable impact on providers, patients, and finances for Penn Medicine.

[   ]

4. Please describe your vision for this project at scale.

[   ]

Stakeholders and Approvals

1. Who are the key stakeholders that need to be engaged to complete this project? Provide the following details for each stakeholder: name, email address, title, level of engagement (not yet Engaged, working to engage, engaged and supportive)

[   ]

Contact

If you have questions, email us at nudge.unit@pennmedicine.upenn.edu, check out our nudge FAQs page, or schedule a consultation with us here.