

**NOTICE: DUE TO SOME WEBSITE DIFFICULTIES, WE  
ARE EXTENDING THE APPLICATION PROCESS TO  
JULY 31, 2010 AND WE ARE CHANGING THE  
REQUIREMENTS OF THE AWARD**



**The John J. Mahoney, M.D. Award for Community Health Value Innovation**

**AWARD OVERVIEW:**

*The Center for Health Value Innovation ([www.vbhealth.org](http://www.vbhealth.org)), the nation's premier information exchange for value-based design, announces the first John J. Mahoney, M.D. Award for Community Health Value Innovation. The initial \$40,000 grant will be awarded to the community that demonstrates the strategic design to improve health through aligned incentives across multiple stakeholders. Additionally, The Center will amplify the award by providing one year's worth of oversight, education, and measurement of improvement.*

*Community may be defined as geographic (multiple stakeholders in one community), dispersed (global company with multiple locations that can influence multiple locales), or organizational (business coalition, health system, and more). The award recipient will be chosen for the ability to measure and report outcomes as well as the depth and breadth of lives that can be improved by improving the health and economic status of the community.*

*John "Jack" Mahoney, M.D. is a founder and Chief Medical Officer of the Center. Dr. Mahoney has served Pitney Bowes as Global Health Strategy director, medical director, and a key team leader for the Company's innovative health care programs. He currently serves as chief consultant for Strategic Health Initiatives for Pitney Bowes and continues to be active in shaping the Company's value-based benefit designs. Jack has devoted countless hours to counseling other companies, communities, and stakeholders, driving health innovation and improving health, performance, and economic outcomes.*

**REQUIREMENTS OF AWARD APPLICANTS**

The community must:

Provide names of companies involved, with key contact for the award, address, phone, email contacts, senior level executive sign-off, and an overview of how /when the initiative was formed.

This **multi-stakeholder collaborative** must be supported in writing by a senior level executive at each company. Multi-stakeholder means that there must be representation from employers as well as several other organizations that, together, are focused on improving health quality in their community or region or multi-site company. These other organizations could be provider/clinician groups, hospitals/health system, health plans, consultants, manufacturers of treatments/devices, health resource companies, or others who are connected in the health value supply chain.



Clearly state your mission. What kinds of health improvement are you focused on achieving? What has been your experience in this? (You may be a new collaborative and just beginning, or you may be an established coalition/collaborative who strives to achieve more). Please tell us, in 250 words or less:

- Strategic objectives: what you hope to achieve
- Barrier objectives: what you hope to overcome
- Tactical objectives: process to overcome the barriers and measures that will show success

Requirements for submission include:

- Focus on behavior change across all the stakeholders in the collaborative; will you need help in communication/technology/other best practices from the Center?
- Project manager for each company, or a dedicated person at the collaborative level
- A total of at least 5000 covered lives across the collaborative with corresponding health risk data, claims and eligibility that you can analyze based upon our direction. You will be providing us with periodic reports.
- Agreement among the members of the collaborative to the metrics that will show outcomes/success.

## **THE AWARD RECIPIENT WILL RECEIVE THE FOLLOWING FROM THE CENTER**

- Up to 20 hours of design oversight and analysis over 18 months from inception of the work (we will need a benchmark data overview in order to provide guidance and design)
- A Health and Productivity Snapshot (through our allied companies) for up to six companies
- Three half-day sessions of training over the 12 months of the implementation (including priorities and alignment, measuring value, and purchasing based upon outcomes for improved health)
- A press release, case study summary, and a webinar/seminar for community learning
- A potential submission to a peer-reviewed journal

### **APPLICATION DEADLINE HAS BEEN EXTENDED:**

July 31, 2010

Applications must be submitted via email to [info@vbhealth.org](mailto:info@vbhealth.org) with the words "GRANT APPLICATION" in the subject line. Please download this document and use it as a guide for a submission, which you can complete on your computer.