



## HHS Racial Equity in Postpartum Care Challenge

Департамент здравоохранения и социальных служб - канцелярия секретаря

Инновационные методы повышения справедливости послеродового ухода за чернокожими или афроамериканцами и ...

Открыто до 02.01.22 01:00 +03



## HHS Racial Equity in Postpartum Care Challenge

**Инновационные методы повышения справедливости послеродового ухода за чернокожими женщинами, афроамериканками и американскими индейцами / коренными жительницами Аляски, зачисленными в Medicaid или Программу медицинского страхования детей (CHIP), включая последующее наблюдение при диабете, послеродовой депрессии и / или послеродовой тревоге, гипертонии и расстройства, связанные с употреблением психоактивных веществ (SUD)**

Крайний срок подачи заявок на этап 1 ПРОДЛЕН: 31 января 2022 г. | Зарегистрируйтесь на следующий информационный веб-семинар 18 ноября в 10:45 по восточному времени: [https://www.zoomgov.com/webinar/register/WN\\_LlxUfy0dRsy2b\\_YgYDaxbg](https://www.zoomgov.com/webinar/register/WN_LlxUfy0dRsy2b_YgYDaxbg)



**Срок подачи заявок:** Открыто до 02.01.22 01:00 +03

**Типы испытаний:** Программное обеспечение и приложения; Креатив (мультимедиа и дизайн); Ideas; Technology demonstration and hardware; Analytics, visualizations, algorithms

**Total cash prizes:** \$1,800,000

**Overview**

Prizes

Rules

Judging

How to enter

Contact

Winners

## Overview

The Office on Women's Health (OWH) in partnership with the Centers for Medicare and Medicaid Services (CMS) is seeking innovative ways to improve postpartum care for Black or African American and American Indian or Alaska Native (AI/AN) low-income beneficiaries enrolled in Medicaid or Children's Health Insurance Program (CHIP). We are pleased to announce the **HHS Racial Equity in Postpartum Care Challenge: Innovative Methods to Improve Postpartum Care for Black or African American and American Indian/ Alaska Native Women**, with an emphasis on follow-up care for conditions associated with morbidity and mortality in the later postpartum period, including diabetes, postpartum depression and/or postpartum anxiety, hypertension, and substance use disorders (SUD).

#### **Background/Issue:**

Medicaid covers 42 percent of all births overall with two-thirds of births to Black or African American and AI/AN women. In addition, there are significant and persistent racial and ethnic disparities in pregnancy-related deaths—which are three to four times more common among Black or African American and AI/AN women than among White women.<sup>1</sup> More than one-half of pregnancy-related mortality occurs in the 12-month postpartum period and about one-third occurs between 7 and 365 days post-delivery.<sup>2</sup> Postpartum care is a critical opportunity to address and provide follow up for conditions associated with morbidity and mortality in the postpartum period. Yet, there are many disparities in postpartum care. For example:

- Black or African American women have the highest risk for progression from gestational diabetes to chronic diabetes, yet have lower rates of diabetes postpartum screening.<sup>3</sup>
- Approximately 13 percent of postpartum women experience depression, with higher self-reported rates among women of color.<sup>4</sup>
- Black or African American women ages 20-44 years have more than twice the hypertension prevalence of other racial and ethnic groups.<sup>5</sup>
- Several state Medicaid and CHIP agencies have identified disparities in access to substance use disorder (SUD) treatment among postpartum beneficiaries.

#### **Purpose:**

The goal of this competition is to identify effective programs that can address equity of postpartum care for Black or African American and AI/AN beneficiaries enrolled in Medicaid or CHIP.

Phase 1 of the competition aims to identify effective programs that range in their design and range geographically. The goal of Phase 1 will be the identification of effective programs that can successfully increase access to, attendance at, and quality of care for postpartum visits for Black or African American and AI/AN beneficiaries enrolled in Medicaid or CHIP.

Phase 2 builds upon the work of Phase 1. Part of the scoring criteria for Phase 2 evaluates whether the program was successfully replicated and/or expanded. Participants are expected to successfully replicate and/or expand the program: (1) in another geographic area or a wider geographic area; (2) in another clinical setting; and/or (3) by increasing the size and/or reach of the program.

#### **Key Dates**

**Phase 1:** Identification of successful programs

- Submission period begins: September 30, 2021, 8:00 am ET
- Submission deadline: January 31, 2022, 5:00 pm ET

#### **Phase 1 Informational Webinars:**

- Webinar I: October 15th at 1 pm ET
  - Meeting Recording: <https://www.zoomgov.com/rec/share/9r9Z8PkRirBjJwuZ6xG397utyr8ynCImK-FuwM8pfs1phqN496J56incZp7utHv.5dIVMVCi794EkObE>
  - Access Passcode: s?P^3h3y
- Webinar II: October 20th at 2 pm ET.
  - Meeting Recording: [https://www.zoomgov.com/rec/share/yZUpFJE-SjABqWiy19I\\_sNQtd8p36\\_ORWRjprdlQvmns7o6imEu7CPlTC6pocxQU.6C1JbWnbw46UDPTb](https://www.zoomgov.com/rec/share/yZUpFJE-SjABqWiy19I_sNQtd8p36_ORWRjprdlQvmns7o6imEu7CPlTC6pocxQU.6C1JbWnbw46UDPTb)
  - Access Passcode: +#44YV3k
- Webinar III: October 28th at 11 am ET
  - Meeting Recording: [https://www.zoomgov.com/rec/share/X77hXxsN8iyQM5wdqLZlPd7OJ98G52pQt1bA4QmHLpmIHjezOI3Jwrldn\\_V5Vf.ugL-teC1ZZkc4gFh](https://www.zoomgov.com/rec/share/X77hXxsN8iyQM5wdqLZlPd7OJ98G52pQt1bA4QmHLpmIHjezOI3Jwrldn_V5Vf.ugL-teC1ZZkc4gFh)
  - Access Passcode: i?oh21m&
- Webinar IV: November 18th at 10:45 am ET
  - Register at: [https://www.zoomgov.com/webinar/register/WN\\_LlxUfy0dRsy2b\\_YgYDaxbg](https://www.zoomgov.com/webinar/register/WN_LlxUfy0dRsy2b_YgYDaxbg)
- Webinar V: December 1st at 3 pm ET
  - Register at: [https://www.zoomgov.com/webinar/register/WN\\_fehPSitfQweuEKLIn1drBfQ](https://www.zoomgov.com/webinar/register/WN_fehPSitfQweuEKLIn1drBfQ)
- Webinar VI: December 14th at 2 pm ET
  - Register at: [https://www.zoomgov.com/webinar/register/WN\\_flo52z-lSril8UWnxr4Wvw](https://www.zoomgov.com/webinar/register/WN_flo52z-lSril8UWnxr4Wvw)

**Phase 2:** Awarding programs that have successfully replicated and/or expanded.

**Submission period begins:** September 16, 2022.

**Submission deadline:** December 16, 2022, 5:00 p.m. EST.

#### Footnotes

1 <https://www.cdc.gov/reproductivehealth/maternal-mortality/disparities-pregnancy-related-deaths/infographic.html>;

<https://www.cdc.gov/reproductivehealth/maternal-mortality/pregnancy-mortality-surveillance-system.htm#race-ethnicity>

2 <https://www.medicaid.gov/medicaid/quality-of-care/downloads/mih-expert-workgroup-recommendations.pdf>, pg. 12;

<https://www.cdc.gov/vitalsigns/maternal-deaths/index.html>

3 <https://www.medicaid.gov/medicaid/quality-of-care/downloads/mih-expert-workgroup-recommendations.pdf>, pg. 15

4 <https://www.medicaid.gov/medicaid/quality-of-care/downloads/mih-beneficiary-profile.pdf> (Slide 64);

[https://www.cdc.gov/mmwr/volumes/69/wr/mm6919a2.htm?s\\_cid=mm6919a2\\_w](https://www.cdc.gov/mmwr/volumes/69/wr/mm6919a2.htm?s_cid=mm6919a2_w)

5 Azeez O, Kulkarni A, Kuklina EV, Kim SY, Cox S. Hypertension and Diabetes in Non-Pregnant Women of Reproductive Age in the United States. *Prev Chronic Dis.* 2019;16:E146-E146.

## Prizes

\$1,800,000

#### Total Cash Prize Pool

\$1,800,000 in Fiscal Year (FY) 2021 funds

#### Prize Breakdown

- Phase 1 FY21 (Identification of successful programs): Up to 25 submissions may be selected to each receive a prize of up to \$40,000.
- Phase 2 FY22 (Awarding programs that have successfully replicated and/or expanded): The participants selected to receive a prize for Phase 1 may compete for consideration to receive a prize in Phase 2. Up to 10 submissions may be selected to each receive a prize of up to \$80,000.
- All winners will be notified via email.

Awardees will be expected to present their program for Office on Women's Health, Medicaid staff, and members of the public at the end of each award phase. This presentation may be virtual or in-person and prize funds are expected to be used to facilitate this presentation.

## Rules

1. To be eligible to win a prize under this Challenge, a Participant (whether an individual, group of individuals, or entity) —
  2. Shall have registered to participate in the Challenge under the rules promulgated by HHS as published in this announcement;
  3. Shall have complied with all the requirements set forth in this announcement;
  4. In the case of a private entity, shall be incorporated in and maintain a primary place of business in the United States, and in the case of an individual, whether participating singly or in a group, shall be a citizen or permanent resident of the United States;
  5. May not be a Federal entity or Federal employee acting within the scope of their employment;

6. May not be a Federal employee of the Department of Health and Human Services) (or any other component of HHS) acting in their personal capacity;
7. Who is employed by a Federal agency or entity other than HHS (or any component of HHS), should consult with an agency Ethics Official to determine whether the Federal ethics rules will limit or prohibit the acceptance of a prize under this Challenge;
8. May not be a judge of the Challenge, or any other party involved with the design, production, execution, or distribution of the Challenge or the immediate family of such a party (i.e., spouse, parent, step-parent, child, or step-child).
9. Federal grantees may not use Federal funds to develop their Challenge submissions unless use of such funds is consistent with the purpose of their grant award and specifically requested to do so due to the Challenge design as described in this announcement. Federal grantees who use Federal funds to develop their Challenge submissions must also obtain written prior approval from the appropriate grants management or program officer and provide documentation of prior approval upon request by HHS.
10. Federal contractors may not use Federal funds from a contract to develop their Challenge submissions or to fund efforts in support of their Challenge submissions.
11. Submissions must not infringe upon any copyright or any other rights of any third party.
12. By participating in this Challenge, each Participant (whether an individual, group of individuals, or entity) agrees to assume any and all risks and waive claims against the Federal government and its related entities (as defined in the America COMPETES Reauthorization Act, as amended), except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from participation in this Challenge, whether the injury, death, damage, or loss arises through negligence or otherwise.
13. Agree to obtain liability insurance, or demonstrate financial responsibility, in the amount of \$500,000, for claims by (a) a third party for death, bodily injury, property damage, or loss resulting from an activity carried out in connection with participation in this Challenge, with the Federal Government named as an additional insured under the registered participant's insurance policy, and (b) the Federal Government for damage or loss to Government property resulting from such an activity.
14. By participating in this Challenge, each Participant (whether an individual, group of individuals, or entity) agrees to indemnify the Federal government against third party claims for damages arising from or related to Challenge activities.
15. A Participant (whether an individual, group of individuals, or entity) shall not be deemed ineligible because the Participant used Federal facilities or consulted with Federal employees during the Challenge if the facilities and employees are made available to all Participants participating in the Challenge on an equitable basis.
16. By participating in this Challenge, each Participant (whether an individual, group of individuals, or entity) warrants that he, she, or it is the sole author or owner of, or has the right to use and license, any Intellectual Property that the submission comprises, and that the submission does not infringe any Intellectual Property right or any other rights of any third party of which the Participant is aware. In addition, each Participant grants to HHS an irrevocable, paid-up, royalty-free nonexclusive worldwide license to reproduce, publish, post, link to, share, and display publicly the submission on the web or elsewhere, and a nonexclusive, nontransferable, irrevocable, sublicensable, paid-up license to practice, or have practiced for or on its behalf, the solution and any Intellectual Property which includes copyrights, designs, data rights, patents, and know how, necessary to perform the solution throughout the world. Each Participant will retain all other intellectual property rights in their submissions, as applicable. To participate in the Challenge, each Participant must warrant that there are no legal obstacles to providing the above-referenced nonexclusive licenses of the Participant's rights to the Federal government. To receive an award, Participants will not be required to transfer their intellectual property rights to HHS, but Participants must grant to the Federal government the nonexclusive licenses recited herein.
17. HHS reserves the right, in its sole discretion, to (a) cancel, suspend, or modify the Challenge, and/or (b) not award any prizes if no entries are deemed worthy.
18. Each Participant (whether an individual, group of individuals, or entity) agrees to follow all applicable federal, state, and local laws, regulations, and policies.
19. Each Participant (whether an individual, group of individuals, or entity) participating in this Challenge must comply with all terms and conditions of these rules, and participation in this Challenge constitutes each such Participant's full and unconditional agreement to abide by these rules. Winning is contingent upon fulfilling all requirements herein.

#### **Additional Information**

Participants shall not use the OWH, CMS (CMCS) or HHS logos or official seals in their submissions and must not claim endorsement.

Participants agree that HHS may disqualify the submission if, in HHS' judgment, the program is inconsistent with HHS' public health mission, may be ineffective or harmful, or any other reason deemed necessary.

Record Retention and FOIA: All materials submitted to HHS as part of a submission become HHS records and cannot be returned. Any confidential commercial information contained in a submission should be designated in accordance with 45 C.F.R. § 5.41. Participants will be notified of Freedom of Information Act requests for their submissions in accordance with 45 C.F.R. § 5.42.

**Payment of the Prize:**

Prizes awarded under this competition will be paid by electronic funds transfer and may be subject to Federal income taxes. HHS will comply with the Internal Revenue Service withholding and reporting requirements, where applicable.

## Judging

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**Judging Panel**

A panel of judges will evaluate the submissions on the criteria identified below. Judges will be fair and impartial, may not have a personal or financial interest in, or be an employee, officer, director, or agent of, any entity that is a registered participant in the competition, and may not have a familial or financial relationship with an individual who is a registered contestant. The panel will make winner selections based upon the criteria outlined below and in compliance with the HHS Competition Judging Guidelines. Entries not in compliance with the submission requirements outlined above and below will be ineligible for further review and prize award.

The judging panel will not select more than five winners in any state.

The Award Approving Official will be the Deputy Assistant Secretary for Women's Health.

**Phase 1 Scoring Criteria: Identification of successful programs**

All Criteria are scaled 1-10, with 1 being the lowest score on each dimension and 10 being the highest score on each dimension. Scores are weighted by the proportion of each dimension and then aggregated to create a final score. Judging criteria for Phase 1 include (Total Points 100%):

- Previously demonstrated effectiveness (statistical power and significance) of the program in: increasing access to, attendance at, and quality of care for postpartum visits, which can be applied to Black or African American and AI/AN beneficiaries enrolled in Medicaid or CHIP: (30%)
- Use of evidence-based approaches to target gaps in screening and follow-up rates in one or more of the following: (30%)
  - postpartum diabetes, impaired fasting glucose, and/or impaired glucose tolerance in women who had gestational diabetes
  - postpartum depression and/or anxiety
  - postpartum hypertension
  - postpartum access to SUD treatment
- How the program is innovative at targeting gaps in diagnosis, prevention, and treatment of one or more of the following (40%):
  - postpartum diabetes, impaired fasting glucose, and/or impaired glucose tolerance in women who had gestational diabetes
  - postpartum depression and/or anxiety
  - postpartum hypertension
  - postpartum access to SUD treatment

**Phase 2 Scoring Criteria: Awarding the programs that have successfully replicated and/or expanded**

All Criteria are scaled 1-10, with 1 being the lowest score on each dimension and 10 being the highest score on each dimension. Scores are weighted by the proportion of each dimension and then aggregated to create a final score. Judging criteria for Phase 2 include (Total Points 100%):

- Demonstrates effectiveness (statistical power and significance) for Black or African American and AI/AN beneficiaries enrolled in Medicaid or CHIP in one or more of the following (30%):
  - Increased screening and follow-up rates for diabetes, impaired fasting glucose, and/or impaired glucose tolerance in postpartum beneficiaries who had gestational diabetes
  - Increased screening and follow-up rates for postpartum depression and/or anxiety
  - Increased screening and follow-up rates for postpartum hypertension
  - Increased access to postpartum SUD treatment
- Demonstrates that the program successfully replicated and/or expanded: (1) in another geographic area or a wider geographic area; (2) in another clinical setting; and/or (3) by increasing the size and/or reach of the program: (40%)
- Demonstrates that the program has long-term viability: (30%)

## How to enter

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## Registration for this Challenge:

**Required Registration Email:** To enter the competition, participants must register by sending a registration email to [PostpartumChallenge@hhs.gov](mailto:PostpartumChallenge@hhs.gov). The registration email must be sent by the Official Representative and include a subject line stating 'Racial Equity in Postpartum Care Competition Registration'. In this email, you must identify only one Official Representative for each competition registration. The Official Representative must provide a name and email address and, by sending in the registration, affirms on behalf of the participant (individual, team, or legal entity), that he or she has read and consents to be governed by the competition rules.

Questions concerning this competition should be sent by email to [PostpartumChallenge@hhs.gov](mailto:PostpartumChallenge@hhs.gov).

### **Phase 1: Identification of successful programs**

Submissions for Phase 1 of this competition are due by January 31, 2022, at 5:00 pm EST. The identified Official Representative (individual, team or legal entity) may apply for this competition by submitting an application by email to [PostpartumChallenge@hhs.gov](mailto:PostpartumChallenge@hhs.gov). The application for Phase 1 of the competition shall meet the following requirements:

- Entries must consist of PDF files with font size no smaller than 11-point Arial.
- All submissions must be in English.
- Participants must not use HHS or other government logos or official seals in the submissions and must not otherwise give an appearance of Federal government endorsement.
- Submission details should be sent to [PostpartumChallenge@hhs.gov](mailto:PostpartumChallenge@hhs.gov).
- Title the email subject line "Racial Equity in Postpartum Care Competition Phase 1 Submission."
- Email sender (person and email address) must be Official Representative/person of contact for the team.
- Phase 1 submissions should be 5 pages or less.
- Please remember that participants must also send the required registration email in order to participate in this competition. Instructions for the required registration email are found at the beginning of section "Entry Instructions."

### **Phase 2: Awarding programs that have successfully replicated and/or expanded**

Submissions for Phase 2 of this competition are due by December 16, 2022 at 5:00 pm EST. Only participants who received an award for their Phase 1 submission are eligible to apply for Phase 2. The identified Official Representative (individual, team or legal entity) may apply for this phase by submitting an application by email to [PostpartumChallenge@hhs.gov](mailto:PostpartumChallenge@hhs.gov). The application for Phase 2 of the competition shall meet the following requirements:

- Entries must consist of PDF files with font size no smaller than 11-point Arial.
- All submissions must be in English.
- Participants must not use HHS or other government logos or official seals in the submissions and must not otherwise give an appearance of Federal government endorsement.
- Детали отправки следует отправлять на [PostpartumChallenge@hhs.gov](mailto:PostpartumChallenge@hhs.gov).
- Назовите строку темы электронного письма «Расовая справедливость при подаче заявки на этап 2 послеродового ухода».
- Отправитель электронной почты (лицо и адрес электронной почты) должен быть официальным представителем / контактным лицом команды.
- Материалы для этапа 2 должны быть не более 5 страниц.

## Контакт

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Есть вопросы или комментарии по поводу этой задачи? Свяжитесь с нами, заполнив форму ниже.

Адрес электронной почты \*

Вопрос или комментарий \*

Представлять на рассмотрение

Этот сайт защищен reCAPTCHA и Google  
Применяются Политика конфиденциальности и Условия использования.

## Победители

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