

Special Notice:

ARPA-H Health care Rewards to Achieve Improved Outcomes (HEROES)

Hybrid Proposers' Day

ARPA-H-SN-24-05



ADVANCED RESEARCH PROJECTS AGENCY FOR HEALTH

RESILIENT SYSTEMS OFFICE

Special Notice (SN): ARPA-H-SN-24-05	
OPPORTUNITY	ARPA-H HEalth care Rewards to Achieve Improved OutcomES (HEROES)
EVENT	Hybrid Proposers' Day
EVENT DATE	February 13-14, 2024
REGISTRATION DEADLINE	February 5, 2024, 5PM ET
REGISTRATION WEBSITE	https://arpa-h-heroes.powerappsportals.us/
REGISTRATION POC	HEROES@ARPA-H.gov
TECHNICAL POC	Dr. Darshak Sanghavi, Program Manager, Resilient Systems Office

PROPOSER'S DAY

The Advanced Research Projects Agency for Health (ARPA-H) is hosting a Proposers' Day in support of the HEalth care Rewards to Achieve Improved OutcomES for All (HEROES) program. The Proposers' Day will be a two-day hybrid event from February 13, 2024, beginning at 8:30 AM to 4:00 PM February 14, 2024. Advance registration is required for in person and virtual attendance. The registration deadline is February 5, 2024, at 5 p.m. EST. ARPA-H has issued a draft HEROES Program Solicitation (PS), ARPA-H-SN-24-04. This draft PS is available at <https://sam.gov>.

PROPOSERS' DAY GOALS

1. Introduce the ARPA-H HEROES program goals and vision to the research community;
2. Clarify the logistics of an ARPA-H program as well as HEROES-specific objectives and milestones;
3. Demonstrate the HEROES Outcomes Toolkit;
4. Encourage and promote teaming among potential Outcomes Buyers, Investors, and Health Accelerators;
5. Solicit feedback on the program design to inform the final solicitation; and
6. Collect relevant questions and feedback on the program. Questions and answers will be maintained on a Q&A document at <https://arpa-h.gov/research-and-funding/programs/heroes>.

PROJECT OBJECTIVES

The goal of the HEROES program is to create rewards that produce improvements in Public Health Outcomes. The program will evaluate novel interventions that can rapidly improve health outcomes for everyone living in a geographic area. Proposers will design cost effective interventions and the program will collect data on which of these interventions consistently improve health outcomes. ARPA-H will also closely monitor performance to assess which interventions have the biggest impact on specific demographics and/or geographies with a critical focus on the reduction of health disparities. HEROES will set parameters and offer significant subject matter expertise to performers to rapidly develop novel healthcare markets in multiple regions. If successful, HEROES has the potential to be scaled nationally and become self-sustainable in the future.

HEROES PROGRAM DESCRIPTION

Poor preventive health care outcomes are driven by several related challenges, which the HEROES program is structured to address:

1. A lack of financial incentives to fund preventive healthcare efforts and reward positive outcomes;
2. A lack of targeting and focus on specific geographic areas and whole populations;
3. A lack of timely data and outcomes measurement; and
4. The inability to deploy the right interventions at scale.

Incentives | The HEROES program will innovate with new incentive approaches through the creation of an outcomes-based payment for whole population health outcomes. This financial approach will engage both existing and non-traditional funders (or “buyers” of healthcare) to fund healthcare prevention. “Health Accelerators” (or performers who improve health outcomes metrics), and their contractually obligated “At-Risk Investors” (financial backers) will achieve financial rewards through a novel and sustainable structure based on the societal savings attributable to various elements of the healthcare system (represented by “Outcomes Buyers”). Successful demonstration of the program’s goal of creating new healthcare market incentives that yield improved health outcomes would significantly advance the fields of healthcare outcomes-based payment and public health. The HEROES program will demonstrate the value and feasibility of realigning incentives focused on population-wide prevention, developing a path for the private and public sectors to raise capital, fund population-scale improvements, and encourage innovation where it is needed most. Further, by developing a virtuous business model, the program will be primed for sustainability in the future when ARPA-H funding is phased out.

Geographies | The HEROES program will test methodologies that scale evidence-based interventions to whole populations across geographic areas hardest hit by preventable health burdens. Historically, prevention approaches have been siloed, so that receipt of preventive interventions depends upon whether an individual has insurance, what health plan they have, and whether and where they access care. This leaves many people out (e.g., those who are uninsured or do not have access to high-quality providers) and leads to less efficient, individually focused interventions rather than system-level interventions (e.g., text-based interventions to engage women in prenatal care, rather than bringing prenatal care to underserved areas). The HEROES geographic approach means all Americans within the selected geography will have the potential to receive services. The specific geography will be selected by the Health Accelerator and must meet a minimum population size, which is dependent on the selected health outcome. This paradigm shift moves away from the current model that only focuses on discrete populations of patients covered by a single health insurance provider or clinic. This geographic focus will allow Health Accelerators to scale their interventions and improve outcomes for all people—a core requirement for ensuring fair and high-quality health broadly.

Data | A central innovation of this geographic precision is the creation of a novel, near-real-time Outcomes Toolkit. This groundbreaking technology will allow Health Accelerators to determine the current distribution of a selected health outcome for a targeted geography, such as counties or zip codes. Health Accelerators must choose a geography where the average performance for the selected outcome is below the national average. This tool will enable the targeted focus of interventions, as well as the ability to evaluate improvements in outcomes in near-real-time. In addition to tracking improvements, the Outcomes Toolkit will allow ARPA-H to identify a matched control group and evaluate the program’s effectiveness using a rigorous study design.

Interventions | Health Accelerators will research, deploy, evaluate, and scale evidence-based technology, engagement, and clinical interventions, enabled by timely data and a geographic, whole-population

approach. The HEROES draft PS focuses on four outcomes that were selected for their continued health burden due to significant morbidity and mortality despite the availability of effective evidence-based interventions to mitigate health risks at the population level. The quantitative outcomes include:

1. Maternal Health – Reduction in rate of intrapartum and postpartum severe obstetric complications.
2. Heart Attack and Stroke Risk – Reduction in aggregate 10-year risk of heart attack and stroke risk for people aged 40-70 years.
3. Opioid Overdose – Reduction in the number of emergency medical service calls for opioid overdoses.
4. Alcohol-Related Health Harms – Reduction in the number of emergency medical services calls for alcohol-related emergencies.

Note, the Government is initially focusing on these four health outcomes with the intent to include ONLY two health outcomes in the final solicitation. See the draft HEROES PS, ARPA-H-SN-24-04, for additional information.

REGISTRATION INFORMATION

Registration is limited by the venue capacity. Early registration is strongly recommended. Organizations are limited to two attendees. The determination of what constitutes an organization will be made by the ARPA-H Program Manager. Registration may close prior to the registration deadline due to the venue capacity being met. Any changes to the registration deadline will be posted on the registration website. There will be no on-site registration. The event is closed to the general public and media.

Participants must register in advance through the registration website. The deadline to register for the Proposers' Day is February 5, 2024, at 5:00PM Eastern Time (ET). Attendance will be in person or virtually, and advance registration is required for both. In-person registration must be confirmed by ARPA-H. Virtual Proposers' Day attendees will receive an email with the webinar link after registering.

EVENT FORMAT

The ARPA-H HEROES Proposers' Day will be a two-day hybrid event from February 13, 2024, beginning at 8:30 AM to 4:00 PM February 14, 2024. It will be hosted in Washington, DC or virtually via Zoom for Government.

The HEROES Proposers' Day will include presentations by ARPA-H, including technical presentations covering the HEROES program as well as informational sessions during which the solicitation coordinator and the Agreement Officer will respond to questions from participants. Participants will receive a demonstration of the HEROES Outcomes Toolkit and will be given the opportunity to provide feedback on the design, functionality, and usability. Additionally, Health Accelerators will have the opportunity to meet individually with the ARPA-H HEROES Program Manager on February 13, 2024. Requests for a sidebar can be made via the registration website, and requests should be received no later than the registration cutoff date. Only one (1) sidebar will be allowed per team and will be allowed on a first-come basis. Sidebar discussions will be limited to five (5) minutes. Due to limited slots, registration does not guarantee a sidebar. Confirmation of sidebar slots will be sent by the HEROES team prior to Proposers' Day.

ADMINISTRATIVE

All administrative and technical questions regarding the ARPA-H HEROES Proposers' Day event should be directed to HEROES@ARPA-H.gov. Please refer to the Proposers' Day Special Notice number (ARPA-H-SN-24-05) in all correspondence.

This special notice is issued solely for information and potential new project planning purposes; the notice does not constitute a formal solicitation for proposals nor abstracts. Any proposals or abstracts received in response to this notice will be **discarded**.

Attendance is voluntary and is not required to submit a proposal to subsequent ARPA-H HEROES research solicitation (if any) on this topic. ARPA-H will not reimburse costs incurred in responding to this Special Notice. Respondents are advised that ARPA-H is under no obligation to acknowledge receipt of any information received or provide feedback to respondents with respect to any information submitted under this Special Notice.