

**NWX-HHS-AOA-1 (US)**

**Moderator: Rebecca Kinney**  
**May 7, 2015**  
**1:00 pm CT**

Coordinator: Thank you for standing by. At this time all participants are in a listen-only mode. During the Q&A session if you'd like to ask a question, you may press star 1 on your phone. Today's conference is being recorded. If you have any objections you may disconnect at this time and now I'd like to turn the meeting over to Ms. Rebecca Kinney. You may begin.

Rebecca Kinney: Okay, thank you. Good afternoon and good morning, everyone on the phone. Thank you for joining us this afternoon. This call is an informational call for the Administration for Community Living funding opportunity titled Senior Medicare Patrol and State Health Insurance Assistance Program, Hard to Reach Beneficiary Project.

This is a new grant opportunity with ACL and the number is basically 107 for ACL this year. The couple dates that are important is that the letters of intent were actually due last week. However I'm going to talk to that a little bit more in our call today. We are still willing to accept letters of intent and I'll explain why a little later.

The due date for these applications is June 14th, 2015 and we'll talk about that a little bit more later too. Essentially what we're going to do today is we're going to go over the funding opportunity in depth and then open it up for questions and answers at the end of the call.

As the operator indicated we are recording the call today so that if any interested parties contact us after the call today, we'll be able to share the information with them. I guess to start I should introduce myself. This is Rebecca Kinney. I am the SHIP and SMP Program Manager for ACL.

I've been working with these projects for a number of years and I will be working with (Phil McCoy), one of my colleagues here at ACL on the call here this afternoon. To kick things off, I'm going to start with the executive summary so hopefully you have the funding opportunity in front of you.

Essentially what we're going to do is just go through it, you know, section by section and highlight the things that you need to know but to start basically this funding opportunity is an effort by ACL and the Office of Healthcare Information and Counseling which is the office that houses the SMP and SHIP programs here at ACL.

We are seeking applications for the development of outreach and education strategies and tools and at helping the SMP and SHIP grantees nationally reach various target populations. We are looking for applicants to choose and select a Medicare population that they feel should be targeted as an underserved or hard-to-reach population.

Strategies should include the promotion of national partnerships as well as the development and dissemination of outreach and education materials and tools

to assist the individual SMP and SHIP grantees nationally in reaching the Medicare beneficiaries in the selected target population group.

With this award we are planning on awarding multiple 17-month cooperative agreements with federal funding amounts up to \$150,000 each so essentially we're hoping to award more than one.

Right now it looks like we have funding for at least three awards, hopefully more by the time we get to the end of the fiscal year here and each of those awards will be for up to \$150,000 per grant and this is a 17-month grant which really ends-up being 17 months and 28 days for applicants to complete the activities that they are proposing.

And again we're looking for applicants to develop strategies to assist the SMP and SHIP grantees with outreach and education of Medicare beneficiaries in the selected target hard-to-reach population. We have done funding opportunities sort of like this in the past but every time we've done it in the past, we've selected the target population that we wanted applications for.

This year we're taking a different approach in that we are looking for you the applicants to identify which populations you're targeting. We've tried different strategies in the past and we thought all of you likely know more about these hard-to-reach populations than we do so we're leaving it up to you to identify who you're targeting and why.

It's going to be really important and (Phil) will get into this a little bit more later that you clearly describe the population you're targeting and why you have selected the population. On Page 2 of the funding announcement we list a couple of examples of target populations but you are not limited to these populations.

These are just some of our ideas, the first one being Medicare beneficiaries under the age of 65, LGBT Medicare beneficiaries, American Indian, Alaska Native, Medicare beneficiaries, beneficiaries located in rural areas, limited English-speaking beneficiaries, beneficiaries of racial or ethnic minority communities and of course other populations that we haven't been able to identify here.

With that I'm going to hand it over to (Phil) to kind of go over the meat of the funding opportunity and I will pipe back in a little later on some of the technical details.

(Phil McCoy): Good afternoon, everyone. My name is (Phil McCoy) and today I'll be going over the description section of this funding opportunity so this section will briefly describe the history of the Administration for Community Living, the Office of Healthcare Information and Counseling and both the Senior Medicare Patrol Program and State Health Insurance Assistance Program which are both housed in OHIC.

And lastly this section will cover priority activities which are the areas that we want advocates to pay close attention to when writing your applications.

So the Administration for Community Living ACL was created in order to achieve several important objectives to reduce fragmentation that currently exists in federal programs addressing community living service and support needs of both the aging and disability populations to enhance access to quality healthcare and long-term service and support for all individuals and to complement the community infrastructure as supported by both Medicaid and other federal programs.

In order to better serve Medicare beneficiaries the Office of Healthcare Information and Counseling OHIC was created. OHIC currently oversees two very unique programs, both the Senior Medicare Patrol Program SMP and the State Health Insurance Assistance Program, SHIP that both have their own unique distinctive histories.

So the SMP program was created under the Health Insurance Affordability and Accountability Act of 1996 which established a national healthcare fraud and abuse control program, HCFAC designed to coordinate federal, state and local law enforcement activities with respect to healthcare fraud and abuse.

The SMP program grantees currently recruit, train and support a network of volunteers who provide outreach and education to Medicare beneficiaries on preventing, identifying and reporting healthcare fraud and currently there are 54 SMP projects nationally, one in every state, the District of Columbia, Puerto Rico, Guam and the U.S. Virgin Islands.

The SMP program has been around since 1997 and that was in the 17th year of operations. Currently the SMP program has a network of over 5400 volunteers so the SHIP program was created under Section 4360 of the Omnibus Budget Reconciliation Act of 1990, Public Law 101-508.

This section of the law authorized the Secretary of the Department of Health and Human Services to make grants to states to establish and maintain health insurance advisory service programs for Medicare beneficiaries.

Initially administered by the Centers for Medicare and Medicaid Services CMS grant funds were made available to support information, counseling and assistance activities related to Medicare, Medicaid and other related health insurance options such as Medicare supplement insurance, long-term care

insurance, managed-care options and other health insurance benefit information.

In FY 2014 the SHIP program was transferred from CMS to ACL. The transfer reflects the natural synergies between the SHIP programs and the networks that ACL serves so about 2/3 of the 54-state SHIP program are already administered by the state units on aging with most of the remaining programs administered by the state insurance commission.

So at the community level many SHIPs are either housed or local partnerships with area agencies on aging. Similarly almost 50% of SHIPs are collocated with the SMP program and also the SHIP program is currently located in 54 - we currently have - 54 projects located in every state plus the District of Columbia, Puerto Rico, Guam and the U.S. Virgin Islands.

So moving along to the priority activities so the overall intent of this grant opportunity is to develop innovations that can be successfully replicated by SMP and SHIP grantees to expand and to integrate programs coverage to better serve traditionally hard-to-reach populations.

The purpose of this grant is to expand the reach of SMP and SHIP programs to more effectively serve Medicare beneficiaries in the targeted population, provide assistance to SNP/SHIP, project grantees through the development of materials and training on best practices to successfully serve the targeted populations.

Provide technical assistance to SHIP project grantees to help them increase beneficiary understanding and awareness among the targeted population so applications are sought from entities with expertise and experience in reaching Medicare beneficiaries in the application's identified target populations

through a variety of partnerships, collaborative approaches, use of technology and other innovative strategies.

As an applicant you may select one of the priority populations for your targeted approach or provide an application for priority population that wasn't listed in the funding announcement given you can provide rationale and data that support the need of the population being targeted so we've identified a few that Rebecca has already named.

And I'll just go back through and kind of name them again: Medicare beneficiaries under the age of 65, lesbian, gay, bisexual and transgender LGBT Medicare beneficiaries, American Indian and Alaska Native Medicare beneficiaries, Medicare beneficiaries in rural areas, limited English-speaking beneficiaries, Medicare beneficiaries of racial, ethnic minority communities and hard-to-reach populations identified by you the applicant.

So applicants under this announcement are required to design and implement activities which enhance SMP and SHIP grantees' efforts, specifically actions will be evaluated on how you clearly identify and describe the hard-to-reach populations, their activities will target, provide a plan to assist SMP and SHIP project grantees through the development of materials and/or training on best practices to successfully serve the targeted population.

Identify and enhancing understanding of targeted population needs, assisting SMP and SHIP projects in identifying local collaborative partners, specify methodology for measurement and tracking project outcomes, describe the role and activities of partner organizations in achieving strategies for expanding healthcare education and awareness within the targeted beneficiary population.

Develop effective culturally-competent guidance and toolkit to assist SMP and SHIP projects in reaching the identified target population, provide an ongoing plan for broadly disseminating the outreach strategies and approaches and materials developed for serving the targeted population, population to the broader SMP and SHIP national networks.

Which should include (if then I said) the annual SMP and SHIP conference and is applicable to the SMP and SHIP Webinar trainings so next we'll go through some of the award information and I think Rebecca's already mentioned that earlier so to begin with, this is a cooperative agreement with a ceiling of \$150,000.

And we expect to fund three projects at 17 months so the potential start date of September 1, 2015 with an ending date 2/28/2017 and so we're going to move into what the new awards would entail for grantees so all grant awards will be new cooperative agreements so the terms and conditions for this cooperative agreement are as follows and will be incorporated by reference and the notice of award an NOA.

So the grantee shall collaborate with the ACL in the modification and execution of the work plan initially within 45 days of the award, expand the reach of SMP and SHIP programs to Medicare beneficiaries in targeted populations, provide assistance to SHIP and SMP project grantees through the development of materials and training on best practices to successfully serve the targeted population.

Share information with ACL, the SMP resource center, the SHIP technical assistance center, the SMP SHIP networks nationally, state and local partner organizations and other entities as appropriate, participate in the SHIP and SMP national training meeting annually, work with ACL project officers to

evaluate performance results reported semiannually and jointly develop strategies to address those areas requiring improvement.

Submit materials developed by the project to the ACL project officer for review and comment at least three weeks prior to public dissemination and ACL will carry-out the following activities: assist grantee project leadership in understanding the policy and concerns and priorities of ACL by conducting periodic briefings and carry-out ongoing consultation.

Review and provide technical advice on grantee work products in a timely manner, provide consultation to the grantee in identifying emerging issues as they are related to the goals and objectives of this grant program and attend and participate in major project events as appropriate.

So once a cooperative agreement is in place, requests to modify or amend the work plan may be made by ACL or the awardee at any time as long as it stays within the original confines of the proposed project description so moving to the eligibility information.

So this was a full and open competition or will be a full and open competition so it's open to domestic public, private, nonprofit entities including state and local governments, Indian and tribal governments and organizations so pretty much anyone is able to apply for this particular funding announcement.

Cost sharing or matching, this we do not require cost share or matching for this particular funding opportunity and with that I will hand it back to Rebecca.

Rebecca Kinney: Okay, thanks (Phil) and yes, just to reiterate there is no cost sharing or matching for this particular funding opportunity. You will see throughout this

funding announcement and possibly in the application materials that you will be completing questions on your nonfederal share or nonfederal match.

You do not have to enter anything in those sections. There is no cost share for this funding opportunity. I'm going to pick-up at the responsiveness and screening criteria which is located about midway through on Page 6 of the funding opportunity.

There will be a number of things that the applications will be screened for when we receive them, the first one being responsiveness criteria. Successful applicants will be organizations that meet the following criteria. Applicants must demonstrate expertise with the identified target population or have a formal relationship with an organization that has this expertise.

Additionally they must demonstrate knowledge of Medicare coverage and policies specific to the identified target population or have a formal relationship with an organization that has that expertise.

Applications that do not demonstrate these two things will be eliminated from the competition or they'll be screened-out before the applications are handed-over to the reviewers.

Additionally we have some application screening criteria which are standard for all ACL funding opportunities and these are done to assure a level playing field for all applications. Applications that fail to meet these three screening criteria will not be reviewed and will receive no further consideration.

Those three criteria are that the applications must be submitted electronically using grants.gov by 11:59 pm Eastern Time on the due date which is Sunday,

June 17th. That's really important. You must submit your application using grants.gov and you must get it in before, you know, 11:59 pm on the due date.

The project narrative section which (Phil) will go over in a little bit must be double-spaced on 8-1/2 by 11 plain white paper which one-inch margins on all sides in a standard font size of no less than 11 preferably Times New Roman or Arial and that project narrative must not exceed 20 pages.

Any project narrative that exceeds 20 pages, the additional pages will be removed and not passed to the reviewers for consideration. Note that the project work plan, letters of commitment or support, resumes, things like that are not counted toward your 20-page limit, only the items in the project narrative are limited to the 20 pages.

Unsuccessful submissions will require authentication from grants.gov indicating that there was a problem submitting so if you try to submit using grants.gov and run into technical issues, you have to have documentation verifying those system issues to have any consideration of being reviewed.

Moving on to Page 7, this fits into technical things but are very, very important. It's speaking about using grants.gov. As I mentioned a few minutes ago, you must use grants.gov to submit your application. The process of registering at grants.gov can take several days so if you are not currently registered; you want to start that process immediately.

To get assistance with grants.gov you will have to contact grant.gov directly. No one at ACL can help you with any grants.gov technical issues or support so you have to go into grants.gov, search for the funding opportunity using either the funding opportunity number or the CFDA number.

We strongly recommend that you do not wait until the last minute to begin the application process. You must have a DUNS number and be registered in the system for award management also known as SAM and maintain an active SAM registration until the application process is complete and should a grant be made throughout the life of the award.

Finalize any new or renew any existing registrations at least two weeks before the application deadline. Applying for a new number or renewing numbers can take many days and you will not be considered at all for the funding opportunity if those things are not active and up-to-date at the time of submission.

Maintain documentation of your efforts to register or renew at least two weeks before the deadline. ACL is prohibited from making an award until an applicant has complied with these requirements. You must have an active and be registered in SAMs and you must have an active DUNS number.

Note that once your SAM registration is active, you'll need to allow 24 to 48 hours for information to be available in grants.gov before you can submit so take that into account if you need to take care of that. Failure to comply with these requirements may result in your inability to submit an application or receive an award.

Also failure to submit the correct suffix can lead to delays in identifying your organization and access to funding in a payment management system. This is really important. You need to make sure that the SAMs number and the DUNS number are all correct. Otherwise, we may not be able to identify you correctly in our systems and you may not be able to access your awards.

The Page 8 really just repeats everything I just said. It's a duplication so I'm going to skip over that and jump over to the top of Page 9 which talks about the letter of intent. As I mentioned at the beginning of the call, letters of intent were due April 30th which was last week.

However, we typically like to have the due date for the letters of intent occur after this call but just the timing didn't work out quite right for us this time around so that being said, if you have not yet submitted a letter of intent and you do want to apply for this funding opportunity, you can still send me a letter of intent.

Really all you need to do is send me an e-mail stating that you're interested in applying. It would be helpful if you could tell me which population you are targeting because that will help us setup our review panels. We like to try to setup the independent review panels in a way that, you know, the same types of applications are reviewed by the same panel to avoid problems with normalization of the scores across panels.

So again you can still submit a letter of intent. It doesn't need to be a formal document. It can be just a quick note to me Rebecca Kinney at [rebecca.kinney@acl.hhs.gov](mailto:rebecca.kinney@acl.hhs.gov) indicating your interest in applying and the population that you are targeting.

We've already received lots and lots of letters of intent which is a good thing. We like to have interest in our funding announcements. If you've submitted a letter of intent and haven't told me which population you are targeting, if you could just shoot me another quick e-mail with the information of who you're targeting, that would be really helpful to us but it's not required.

In no way, shape or form is a letter of intent required for you to apply for the application. It really is just a helpful thing for us in our planning process for the review. We need to make sure we have enough reviewers to review all the applications we are receiving. With that I'm going to hand it over to (Phil). He's going to talk about the project narrative and the items that go into that narrative.

(Phil McCoy): So thanks Rebecca so the project narrative is really the most important part of the application and it consists of 10 subcomponents: the summary abstract, the problem statement, goals and objectives, proposed interventions, special target population outcomes, project management, evaluation, dissemination, organizational capability.

As Rebecca has already mentioned there is a 20-page limit so anything over 20 pages will be pulled out of your application so let's briefly go over the summary abstract so the summary abstract should only be no more than 265 words maximum which is just a description of your proposed project including your goals, objectives, outcomes and products to be developed which is really simple.

The problem statement should describe in both quantitative and qualitative terms the nature and the scope of the particular problem or issue the proposed intervention is designed to address including how the project will potentially affect older adults and/or people with disabilities, their families and caregivers.

Applicants must clearly describe the hard-to-reach populations targeted with this proposal and why they've chosen to target the selected population. Goals and objectives, so goals and objectives should consist of a description of the project's goal and major objectives. Really cut and dry.

Proposed intervention, this section should provide a clear and concise description of the intervention you are proposing to use to address the problem described in the problem statement. You should also describe the rationale for using particular intervention including factors such as lessons learned where some were projects previously tested in your community or in other areas of the country.

This section should also provide a detailed plan for the management and operation of this project so plans must address the priority activities identified in Section 1 of the funding opportunity announcement. In addition the applicants should use this opportunity to describe how their activities will enhance SMP and SHIP and grantee efforts.

The special target population or organization, this section should describe how you plan to involve organizations in a meaningful way in the planning and implementation of the proposed project.

This section should also describe whether and if so how the proposed intervention will target disadvantaged populations including limited English-speaking populations, those of greatest economic need and those of the greater social need.

One thing to note, if applicants clearly and thoroughly describe the target population elsewhere in the application, they do not need to include a special target population in the organization section in their application or in this portion of the application. Outcomes, so this section of the project narrative must clearly identify measurable outcomes that will result from the project.

Note, ACL will not fund any project that does not include measurable outcomes so this section should also describe how the project's finding might benefit the field at large so keep the focus of this section describing what outcomes will be produced by the project.

The evaluation section of the project narrative noted should describe how the outcomes will be measured and reported. It's solely appropriate for projects to have only one outcome that is trying to achieve through intervention reflected in the project design.

So project management so this section should have a clear delineation of rules and responsibilities of project staff, consultant's partner organizations and how they will contribute to achieving the project's objectives and outcomes.

The evaluation portion of this project narrative should describe the methods, techniques and tools that will be used to determine whether or not the proposed intervention achieved, its anticipated outcomes and the documented lessons learned.

Moving along to the dissemination portion, this should describe the methods that will be used to disseminate the project's results and findings in a timely manner in an easily understandable format to parties who might be interested in using the results of the project to inform practice, service delivery, program development and other and/or policymaking including and especially those parties who would be interested in replicating this project.

And organizational capacity statement so each application should include an organizational capabilities statement for key project personnel. The organizational capabilities statement should describe how the applicant

agency is organized, the nature and the scope of its work and the capabilities it possesses.

Each should also include the organization's capability to sustain some or all project activities after federal financial assistance has ended. The project work plan should reflect and be consistent with the project narrative and budget.

It should include a statement of the project's overall goal, anticipated outcomes, key objectives and major task action steps that will be pursued to achieve the goal and outcomes. For each major task action step the work plan should identify timeframes involved and the lead person for responsible for completing those tasks.

One thing to note that this is a 17-month project so as I had mentioned before this will start September 1 and end February 28th, 2017 so make sure that your work plan reflects that, that timeline.

And then letters of commitment are from key participating organizations and agencies. This should be uploaded along with your application so just make sure you include this in your application, okay?

And the budget narrative so the budget narrative dissertation can be provided using the format included in the document. Budget narratives, we have a sample format for you so you should be able to look at that and again I think we've included a year format or maybe a three-year format.

Rebecca Kinney: I don't think we did but I'm going to go over it a little bit later.

(Phil McCoy): Okay, but make sure your budget narrative reflects a 17-month budget period.  
Okay.

Rebecca Kinney: All right, thanks (Phil) so I'm going to pick back up on Page 13 which talks about the submission dates and times and then goes through I think the end of the funding announcement here. The submission dates and time, applications that fail to meet the application due date will not be reviewed and will receive no further consideration. This is really, really important. If you do not get your application submitted in grants.gov by midnight on the due date which is June 14th, your application will not be reviewed.

You are strongly encouraged to submit your application a minimum of three to five days prior to the application closing date. We've had a couple of opportunities already completed this year and we had lots of issues with applications not being submitted correctly in grants.gov.

Unfortunately we're not able to review the application if it's not in the system correctly by the due date so it's really, really important that you get that done early. Additionally, the application must be submitted by a person that is designated as an authorized organization representative or an AOR and that AOR must make sure that he or she is registered with grants.gov as an AOR.

If you're not sure if the person submitting is an AOR in the system, you can call grants.gov and determine that. It is important to note that the person that is submitting the application while they have to have an AOR designation, they do not necessarily need to be the AOR that is identified on your application.

So that that means is agencies have the ability to designate various individuals that work for them as authorizing representatives so submit applications, however those individuals do not necessarily have to be the same person as

listed on the AOR of your application. I know it's confusing but I'm happy to answer questions later if you have some on that.

So the system will not accept an application that is submitted by someone who does not have that AOR designation. We've learned from past experience this year that if somebody who is not an AOR tries to submit in grants.gov, the system will just kick you back to the front page. It doesn't give you any sort of error message or anything like that.

So if that is happening to you, you need to call grants.gov and talk to them. Your application is not submitted until you receive some sort of notification from the system and again you can always call grants.gov and check-in with them after you submit your application.

Grants.gov will send an automatic notification of receipt with a tracking number. You'll want to hang on to that. Towards the middle of this Page 13 here it says note, we will not consider your application for further review if you fail to register or submit in grants.gov. I think I've probably beat that point to death.

If you do have problems, make sure you document it and notify me Rebecca Kinney well ahead of time when you immediately start having those problems so that we are aware of it and can make note of it. However as I said a little bit earlier, unfortunately no one here at ACL can help you with some issues with grants.gov so you're going to have to contact them directly at the help desk.

I would help you if I could but we just don't have that authority here. The due date again is 6/14 of 2015 and of course you can e-mail me or call me if you have any questions. Moving on to Page 14, it's talking about funding restrictions.

This really doesn't apply to this funding opportunity because we're so specific in the purpose of this grant but essentially the following activities are not fundable: construction or major rehab of buildings, basic research or the continuation of existing projects without the expansion or new and innovation approaches.

None of those again really apply for this funding opportunity so you don't need to worry about it. Moving down to the bottom of Page 14, it's talking about application review information. This is a really important section for you to pay attention to because what it is this Section 5 here is what the independent reviewers will be using to score the applications that we receive.

So this is where they're going to be looking for, you know, giving the individual applications points so you'll want to make sure when you're putting together your project narrative and supporting documents that you're addressing these questions throughout.

So the review criteria are broken-up into five different categories: project relevance and current need, approach, budget, project impact and organizational capacity. On Page 15 we break-out those sections along with the points in the questions associated starting with the project relevance and current need.

This section is worth 15 points total and it's going to be looking at does the applicant clearly identify and describe the hard-to-reach population that will be targeted? That is worth 10 points.

As I said at the beginning of the call, it's really important since we didn't identify the populations to be targeted that you clearly explain that in your

application so that the reviewers fully understand that you are grasping the population that you are targeting and understanding their needs.

Also in this section it's looking at if the applicant is able to document any key problems or barriers that may impact the success of the project and helping the SMP and SHIP grantees in reaching the target population. Again this speaks to does the applicant fully understand the population that they are targeting?

Moving on to approach which is the largest section for points - it is worth a maximum of 35 points - it's looking at does the applicant provide a clear plan to assist the SMP and SHIP project grantees through the development of culturally-appropriate materials and/or training and other materials to best serve the identified hard-to-reach population? That's worth 10 points.

Are the roles and activities of the applicant and/or their partner organizations in achieving those strategies clearly defined? Does the applicant have a clear plan for assisting the SMP and SHIP project grantees with this integration? That's worth 10 points.

This section also looks at the activities specifically including the approaches and partner organizations and whatnot and it also is going to look at does the project work plan is it clear and comprehensive?

Does it have realistic timeframes especially considering this is a 17-month grant, you'll want to take that into account and make sure that the activities you're proposing are doable in the limited timeframe of this funding opportunity.

Budget is a third section, it's worth 10 points. The reviewers are going to be looking at is the time commitment proposed for the director and key personnel sufficient? Is the budget justified, adequate and reasonable? Moving on to Page 16 with the project impact, this is worth 25 points.

The reviewers will be looking at already expected project benefits and results clear, realistic and consistent with the objectives and purpose of this project. Does the applicant clearly describe how the project will impact the SMP and SHIP networks' ability to reach the targeted priority population on a national level?

Has the applicant established a plan for the development of guidance and/or a toolkit for the individual SHIP and SMP project grantees to assist in their effective outreach of the identified target population? That's worth 10 points.

Does the applicant show an understanding of the Medicare coverage rules including if applicable any rules specific to the target population? We understand that not all of the target populations will have specific Medicare rules but if the population you are identifying does, you'll want to make sure you're addressing that in your application.

Does the applicant provide an ongoing plan for broadly disseminating the outreach strategies, approaches and materials developed for reaching the target population to the broader SMP and SHIP network? That's worth 25 points.

Essentially what this project impact section we are going to be looking - the reviewers are going to be looking - at how is the applicant proposing to help the most SMP and SHIP grantees as possible with the information and materials they are developing? Organizational capacity is worth 15 points.

It's looking at does the applicant demonstrate the experience in working with the identified target priority population? Do the director, key staff or consultants have the background, experience or other qualifications required to carry-out their designated roles and are there signed letters from participating partner organizations included as appropriate?

You'll want to make sure that you have supporting documentation from anybody that you are proposing to be significantly involved in the project so that the reviewers can see that everyone is on board for the project that you are proposing so essentially the next section here is talking about the review and selection process on the bottom of Page 16.

We do with all competitive grants have an independent review process where we use at least three individuals to evaluate each application that passes the screening and responsiveness criteria.

Based on the application review criteria that I just outlined in Section 5, the reviewers will comment on and score the applications focusing their comments and scoring decisions on the identified criteria that I just went over. The final award decisions will be made by the Administrator of ACL.

In making these decisions, she will take into consideration recommendations from the review panel, reviews for the programmatic and grants management compliance, the reasonableness of the estimated cost to the government considering the available funding and anticipated results and the likelihood that the proposed project will result in the benefits expected.

The anticipated award date as we've mentioned a couple of times is September 1st, 2015. There is a possibility that that award date will get

pushed back later in September but the latest these will be awarded is 9/30 of 2015. We're hoping for sooner.

The announcement of the awards will be provided to the applicant as soon as possible, likely the award date whatever that may be. Successful applicants will receive an electronic notice of award from our grants solution system.

Any applications that we receive that are not awarded, we will be sending those unsuccessful applicants individual e-mails notifying them of the decision after the awards are made.

The next section here is getting into like reporting and what not that will occur after the awards are made. I'm not really going to get into that right now because I want to make sure we have time to talk about the budget narrative and budget justification.

This is not something that we have this team here OHIC team has historically gone over but I do think that it is important and I want to make sure that all of you have a full understanding of what is expected on those budget forms because they can be complicated and we cannot make awards until those forms are correct.

So I'm going to go over them a little bit here with you and then we'll open it up for questions on anything that we've covered today so if you have the funding announcement in front of you, I would like to speak first about the SF, the Standard Form 424 which there are instructions that start on Page 19 of the funding announcement that talk about the SF 424.

This will be an electronic document that you will be completing in grants.gov and essentially the 424 is the cover page for your application and that is where

you're going to have information about your organization, it's going to list your DUNS numbers and any other identifying information for your organization.

The first section is the type of submission. This would be an application. Number 2 is the type of application. This is a new application. Beyond that it's getting into dates and the identifying numbers.

The one thing that I want to note on here and I actually wasn't able to find it, at the bottom of the SF 424 will be where you're going to identify your authorizing representative, your AOR.

In addition there is a location on the 424 where you can identify the person to be contacted if there are questions on your application. Please make sure that the person you list as the person to be identified is someone who is going to be monitoring their e-mail and will be aware of this application.

It's really important that if ACL is looking to make an award that we are able to contact somebody that's going to be able to answer the questions that we may have. The other document that is really important is this SF 424A.

The 424A is the document that breaks-out the budget categories so on the 424 which is that cover sheet, it's going to have the total amount of funding you are applying for which will essentially be the \$150,000 for this 17 months but the SF 424A breaks-out that \$150,000 into more detailed categories.

Actually I think the easiest thing for us to look at would be on Page 27 which is a kind of an example of what the 424 looks like. You'll see at the very top in Section A you're going to list on Line 1 the name of the grant that you are

applying for and then the CFDA number and then you're going to leave Columns C and D blank because those are estimated unobligated funds.

Since this is a brand new funding opportunity, you will not have any unobligated funds at the beginning of the application process so where you're going to be entering information are in Columns E and F which will total automatically for you in Column G.

Since there is no match requirement for this funding opportunity you will be leaving Column F blank actually. The only place that you're going to be entering any information in Section A is in that Column E which should be the total \$150,000 that you are applying for.

Moving on to Section B, this is where you're going to break-out the funding you are applying for into budget categories and that's broken-out into personnel, fringe benefits, travel, equipment, supplies, contractual. Construction again will be zero and then other and this will also automatically sum for you.

You are only going to be entering information into Column 1 which is labeled Year 1 because even though this is a 17-month award and it goes over a 12 month, you know, it's longer than a 12-month period, it is actually only considered one budget year so you're going to be breaking-out your funding categories into one year in that Column 1 area.

You'll leave the rest of the columns blank. If you have indirect costs, you're going to be entering those in Line J and then of course this will add everything up for you automatically after you get the information in there. Section C is nonfederal resources. Since there is no match requirement for this grant, you are going to leave Section C blank.

You're also going to leave Section E blank because again there is no balance, you have no funding from prior years because this is a brand new award and that should be the entirety of the 424A I believe. Oh, I've skipped Line 13 which is Section D, the forecast cash needs. This is where you're going to breakdown by quarter your estimated cash needs for the life of the grant.

This is going to get a little more complicated because you are entering a 17-month award and you have to break that up into quarters so it's not the regular three-month quarter. All right, the next item in the funding announcement is actually an example of the budget narrative or justification.

The budget narrative is where you're going to provide more details on each of your categories so you'll see in the example that the categories on this document align with the categories on the 424A. You'll take that information and break it out in more detail in your justification and the funding announcement here is giving you an example of what that would look like.

This is typically the document we receive the most questions on. It's really important that you spend time on this and try to make sure everything adds-up correctly and is broken-out into detail. I think with that I'm going to stop talking and see if you have any questions for us so I'm going to open it up for the operator, can you explain to them how they can ask questions?

Coordinator: Yes, the phone lines are now open for questions. If you'd like to ask a question, please press star 1 and record your name. If you'd like to withdraw your question, press star 2. Thank you.

Rebecca Kinney: Thank you.

Coordinator: The first question in the queue is from Elaine. Your line is now open.

Elaine Wong Eakin: Thank you. This is Elaine Wong Eakin from California Health Advocates.  
Rebecca, I have four questions.

Rebecca Kinney: Okay.

Elaine Wong Eakin: Question Number 1, the targeted populations so the group where we're thinking about actually overlaps two of these categories and they're limited English-speaking beneficiaries and beneficiaries of racial ethnic minority communities.

Rebecca Kinney: Okay.

Elaine Wong Eakin: So do we just choose one or how do we describe them?

Rebecca Kinney: Yes, you can just describe them. I really I know that we've probably made this more complicated than it really needs to be. I imagine that the population that you're targeting can be considered a single population even though they may fall into two of the categories we've listed.

You can simply describe the population that you are targeting and, you know, that should suffice as long as you are able to provide a good explanation of why you're targeting them and why you think they're hard to reach and why it is worth the effort for you to put together this project to help the SHIPs and SMPs better reach them.

Elaine Wong Eakin: Okay, great, thank you. Question Number 2, on Page 6 you talked about expertise for the identified target population. What do you mean by expertise?

Rebecca Kinney: Expertise so really what we're looking for is that understanding of the target population that you have a good enough ending of the population that you can identify the barriers or challenges that the SMP and SHIP grantees may be having to reach that population and why and then can also describe strategies to try to overcome those barriers.

Elaine Wong Eakin: Okay, great, thank you. Related to that is you mentioned well, these are hard-to-reach groups or a group and you had also mentioned earlier about helping as many SHIPs and SMPs as possible. Some states may not have this population...

Rebecca Kinney: Right.

Elaine Wong Eakin: ...so it may not be relevant so kind of, you know, hard to reach as many...

((Crosstalk))

Rebecca Kinney: Yes, that's an excellent point. I'm glad you've asked that question Elaine so in that case I absolutely agree with you. I'm sure that's true of a lot of populations that could be targeted with this effort.

I think it would be wise to recognize that in your application and explain who the other SHIPs and SMPs may be that would be able to benefit from the work that you're doing and describe how you would be helping them as well.

You know, that may only be one other state. It may be many but it goes along with being able to fully understand the population that you're targeting and how this funding would be best used to help the grantees. Does that make sense?

Elaine Wong Eakin: Okay, so if I'm understanding you it's just kind of acknowledging that this population may not be in very many other states...

Rebecca Kinney: Right.

Elaine Wong Eakin: ...but those that do can use them.

Rebecca Kinney: Yes.

Elaine Wong Eakin: Okay, and then last question and I'll shut up, would you explain again about the quarters and the 17 months grant period?

Rebecca Kinney: Okay, so (Josh) is whispering over here. He's saying divide 17 by four.

Elaine Wong Eakin: Okay, great, thank you very much.

Rebecca Kinney: It's really, honestly it's really 18 by four. This grant will be one day short of a full 18 months so if you take that and divide it by four and then kind of break-up your categories in that way.

Elaine Wong Eakin: Okay, thank you so not the calendar for Year 4.

Rebecca Kinney: Right.

Elaine Wong Eakin: Okay, thank you so much.

Rebecca Kinney: No problem. Good questions.

Coordinator: The next question in the queue is from (Faye). Your line is now open.

(Faye Gordon): Hi Rebecca, this is (Faye Gordon) with (Justinson Aging). Thanks for this overview. I just have a question on the screening criteria. The formal relationship piece, are you anticipating the grantee sort of subcontracting part of the grant? What exactly is the formal relationship? Is it, you know, an ongoing working relationship? Can you just explain that a little bit more?

Rebecca Kinney: Yes. Yes, that's a really good question (Faye). It really is going to depend on the applicant. What we'll be looking for is if your organization does not have the full expertise either in the population or in the Medicare knowledge, we would be looking for an explanation of your application of how you're going to overcome that absence in your existing organization.

That could be through subcontracts, subgrants. It could be through a more informal partnership but if your organization is missing one of those two you're going to have to address that somehow to be successful quite honestly with the goals of this project so, you know, whatever that would look like with what you're proposing.

I'm imagining a lot of different things possibly coming in so I can't give you a really specific answer to that but really any of the above would work if you are addressing that absence in your application in some way.

(Faye Gordon): Go it, thank you, that's so helpful.

Rebecca Kinney: Okay, no problem.

Coordinator: The next question is from (Charles). Your line is now open.

(Charles): Hi Rebecca, how are you?

Rebecca Kinney: I'm good, hi (Charles). What can I do for you?

(Charles): One tactical thing. You know your original announcement had the wrong telephone number so it took me 15 minutes to find the right one by going to another section so I don't know if you realized that. You may have some angry telephone calls.

Rebecca Kinney: Yes, well we recorded the call so anybody that wasn't able to get in right away will be able to access the recording.

(Charles): Okay, didn't know that. Number 2 I'm just curious technically why did you pick June 14th a Sunday as the final submission date?

Rebecca Kinney: That's a really good question (Charles). I actually didn't realize it was a Sunday until I looked at the calendar in preparing for this call. The way that worked out is the funding opportunity is open for 60 days and it just it closed that happened to work out to be the 60-day timeframe so the system automatically selected the due date for us.

(Charles): Okay, now since and then my last question was the only substantive one. Since you're only offering three grants, obviously the odds of getting one are going to be very, very difficult and I presume this is the question that you're not going to pick duplicate categories. I presume you're going to pick one from one and pick one from another so it's going to be one from any one of the six categories with three in total. Is that correct?

Rebecca Kinney: Yes, that's a good assumption, I mean, we're going to be looking at the applications and making awards based on those applications that look like they will be the most successful or have the best chances of being successful for the objectives of this funding opportunity.

So having said that, if we receive multiple applications for a specific population, we will likely only award one. We're not going to award multiple for the same population but the categories that are listed in the application are actually not specific categories. Those are just examples of possible target populations you could be reaching out to.

I imagine we're going to be receiving many applications from many more categories than were listed in the application. Unlike past funding opportunities we have done, we are not identifying which populations need to be targeted with application. We're leaving it up to the applicants to make that determination.

(Charles): Okay, so like just to go back, will you be changing the date for the submission so it's a weekday or are you just going to leave it at June...

Rebecca Kinney: It is June 14th.

(Charles): Okay, thank you very much.

Coordinator: The next question is from (Blaine). Your line is now open.

(Blaine): Thank you. Yes, explain again on the section making the budget categories. All or information is to be put into one year column, correct?

Rebecca Kinney: Yes, yes. In the budget forms, everything - this entire project - is going to be in one budget year that happens to be 17 months and 28 days long so it's not a calendar year. It's a budget year which is, you know, that longer timeframe.

(Charles): Okay, all right, thank you.

Rebecca Kinney: Yes, no problem.

Coordinator: The next question is from (Jolie). Your line is now open.

Rebecca Kinney: Hi (Jolie).

(Jolie): Hi, this is (Jolie) with the with (I-squared). I had a couple of questions. In the beginning you talked about the idea that you want with the grantees to work on national partnerships. Do you have a vision of what you want to accomplish with that, what that looks like?

Rebecca Kinney: Yes, that's a really good question and it's a complicated one (Jolie) because it's going to depend on which population that the applicants are targeting. You know, I think Elaine in California asked a similar question and, you know, if the population you're targeting isn't national, what does that mean?

I think what we're looking at with that is that applicants are looking at and addressing how they can make the lessons learned and information and materials they are developing with this project available to as many of the SHIP and SMP grantees as possible to maximize the impact of the work that they are doing.

(Jolie): So that's a little different because I guess what I perceived that to mean was you wanted like grantees like for instance we work on Native American issues so I read that as going out and finding other Native American organizations and promoting SMP SHIP work to those networks and potentially facilitating partnerships at the local level but what you're saying is really kind of focused internally on the SHIPs and SMPs?

Rebecca Kinney: Yes, I think it's a little bit of both because we want to be able to help the SHIPs and SMPs better reach these target populations and if doing that would mean connecting them with these other organizations, that could be what you are applying to do and that would be acceptable, completely acceptable.

I think the key is that with this funding opportunity we are trying to acknowledge that ACL are not the experts in reaching these various hard-to-reach populations.

And we're looking to you the public to help us find ways to make our SMP and SHIP grantees more successful in reaching those hard-to-reach populations and I think there can be many and varied ways of doing that. Unfortunately we just don't have unlimited funds to test things but, you know, we're making an attempt to try to fill-in some of those gaps.

(Jolie): Okay. That's a good answer and the other question was you talked about the expectation that grantees provide TA technical assistance to other SMPs and SHIPs for their population of interest and I know you answered Elaine's question and said well that might be TA to, you know, maybe just one other state because they have population - that particular population - but I mean, is your expectation for instance that we select Native American?

So we would then provide support and assistance to anyone who has questions and information about Native Americans or can we say we're really only going to support X number of states as part of this particular project? Can you limit that in any way or is it really kind of that national perspective?

Rebecca Kinney: I think that we would like it to be national if possible but we acknowledge that we have limited funds so if you could clearly explain in your application what would be reasonable given your knowledge of the population you're targeting,

that would be acceptable and actually really helpful to the reviewers and ACL to have an understanding of what you're proposing and how you think you would be most successful.

(Jolie): Okay, great, thank you.

Rebecca Kinney: Yes.

Coordinator: The next question is from (Beverly). Your line is now open.

(Beverly): Yes, I wanted to know about our initial letter of intent that we have already put in with a possible target audience and if we could change that. I know you said if we haven't put a letter in yet, we could do that but could we change what we've put in?

Rebecca Kinney: Absolutely (Beverly). If you want to change your target, you can do that. You just need to send me another e-mail indicating that. We have a kind of a tracking sheet of everybody that submitted letters of intent so we'll be able to easily pull-up your original letter and update that with a change in target population.

(Beverly): Okay, thank you.

Rebecca Kinney: Yes.

Coordinator: Next question is from (Terry). Your line is now open.

(Terry): Hi, Rebecca. My question was regarding, I mean, you spoke previously to a formal relationship necessary between the applicant and the SMP SHIP

grantees and I didn't also want to assume that the grant made be for the SMP SHIP grantees but also wasn't 100% sure on that.

Rebecca Kinney: I'm not sure I'm entirely understanding your question but I'm going to attempt to answer. This funding opportunity is not limited to anyone. We're really looking at the best way to maximize the funding that we have to help as many SHIPs and SMPs as possible with a hard-to-reach population.

So that could mean and we do expect to receive applications from at current active SMP and SHIP grantees but we also expect applications from entities that are not current grantees. Both are (eligible), yes.

(Terry): Okay. Okay, great, and then did you say something towards the very beginning of the call regarding that the applicant needs to have a formal relationship with the SMP SHIP grantees or did I mishear that?

Rebecca Kinney: No, not necessarily so the only real place that we talk about those formal relationships is on Page 6 where we're talking about responsiveness criteria and with the responsiveness criteria we're really getting at, you know, expertise in the population you're targeting but also expertise in Medicare for that target population because the two go together and being able to help the SHIPs and SMPs better reach them.

That partnership with the SMPs and SHIP grantees is something that ACL would be able to help facilitate. Of course in the application if you are not currently one of those and you don't have a formal relationship, you'll have to explain how you're going to disseminate the work that you're doing and provide, you know, information on that.

(Terry): Okay, great, thank you.

Rebecca Kinney: Yes.

Coordinator: The next question is from (Nicky). Your line is now open.

(Nicky): Hey Rebecca.

Rebecca Kinney: Hello.

(Nicky): All of my questions have already been answered. Thank you.

Rebecca Kinney: Oh, excellent.

Coordinator: The next question is from (Eugene Sinia). Your line is now open. Mr. (Sinia) if you're there, your line is open. The next question is from (Scott). Your line is now open.

(Scott): Hi Rebecca. I think you may have partially answered this question but I wanted to follow-up a little bit more.

Rebecca Kinney: Okay.

(Scott): In terms of the scope of impacts and the term replicability was used, replicable and yet you said, you know, if possible they should be able to impact a national impact, all of the SHIPs and SMPs that have the affected population or represent that population and we've acknowledged that it's a limited pool of funds.

Do you have any sense from your perspective would you rather see something that is narrower in its focus of impact for this 17 months and \$150,000 but

shows a stronger impact versus something that hits everybody who has that population but spreads that \$150,000 across a broader group? Is there a preference from ACL's perspective on that?

Rebecca Kinney: I honestly (Scott) I don't think we have a preference on that. That's hard for me to answer because I'm not sure what's going to be proposed. I think that thinking through this the first part of your question is probably more likely. We're looking for what will make the biggest impact.

If that impact means something that's more narrow in scope rather than if you were trying to broaden it too much, it would dilute the work that you're trying to do. I think that's a valid point and would be considered by the reviewers.

(Josh): Yes, and I think - hi (Scott) it's (Josh) - I work with Rebecca.

(Scott): Hi, (Josh).

(Josh): I think that Rebecca's right. I think what I would do in the proposal is right towards that point that that's how you have decided to target such a population in a more targeted way because you think that's going to be the greatest impact. I mean, I think impact is part of the review criteria as Rebecca went through earlier and that's really where I would focus that on.

But I think that depends on your population that you're individually targeting and how you want to best show the value of the work you're doing.

(Scott): Okay, so the goal is greatest impact and it's up to us to find and justify how our approach is going to get that for you.

Rebecca Kinney: Yes, exactly and I would say in past reviews that I've been on reviewers favor applicants that can really truly describe the situation and the project and the population that they're targeting.

Those applications that don't seem to be able to fully describe that aren't scored as highly so I think if you can really clearly describe the population that you're targeting and the reason why you're picking the approach that you are and why you think that impact will be the greatest instead of other possible ways you could go with it.

That is definitely going to help you with the reviewers when they're looking at it if you can really, you know, talk through those things for them.

(Scott): Great, thank you both.

Rebecca Kinney: Yes.

Coordinator: The next question is from (Marta). Your line is now open.

(Marta): Okay, thank you. Hi Rebecca and everybody. I just have a quick question just very basic to clarify one thing. In this grant we do provide sort of a support in reaching out to hard-to-reach populations to already existing SHIP sites and SMP providers and we do not provide direct SHIP counseling.

Rebecca Kinney: Correct.

(Marta): Okay, just wanted to make sure that I have that clear because important and even in our state we have a let's say a local unit on aging already being awarded a SHIP grant from federal government and we work somehow around those issues with certain populations.

Just do we have a chance to even to partner with them on the deeper level?  
Would that be considered or you might think well since that state already has  
the grant, let's go to those states which don't have funding yet?

Rebecca Kinney: I think that's a hard question to answer because in the way your program is  
setup, we have coverage for SMP and SHIP basically everywhere so every  
state and territory for the most part is going to have an active SHIP and SMP...

((Crosstalk))

Rebecca Kinney: ...but I think what will be looked-at is going back to what we were talking  
earlier with (Scott) is that impact portion, you know, if you are looking to  
partner with a specific existing grantee, you would need to explain in your  
application why you think that this additional funding is going to make the  
most, you know, big impact in better reaching that target population that  
you've identified.

Has to be above and beyond the work that the grantees are already doing. It is  
not intended to be an extension of the existing grantees but as a separate  
project to broaden really the scope of the SHIP and SMP programs as much as  
possible nationally.

(Marta): Yes, and the next question comes to mind, if I don't partner with those large  
local state unit on aging and I want to do more grass root and sort of outreach  
to local communities via our network which is a not-for-profit organization,  
that would be sort of a different approach, right, but also I have to prove the  
impact portion as well as you were saying.

Rebecca Kinney: Yes.

(Marta): Okay, all right, thank you.

Coordinator: I'm showing no further questions at this time.

Rebecca Kinney: Okay, in that case I actually think we're getting close to the end of our time anyway. I think we'll go ahead and end the call and stop the recording but we understand that this is a complicated funding opportunity and it really wasn't meant to be that.

It's I think in trying to rely on the applicants to help us better understand and better reach its target populations, we've kind of left the door wide open for lots of different ideas and approaches.

And as you're working through your applications if you have specific questions or issues or technical difficulty with any portion of this, please feel free to reach out to me. In all honesty e-mail is the best way to reach out to me as I'm often in meetings and whatnot and I'm not always at my phone.

My e-mail address is located in multiple places throughout the funding opportunity. Please feel free to e-mail me if you have additional questions and if we have any information that we want to disseminate to all applicants moving forward we have been collecting the e-mail addresses of everyone who has sent us letters of intent.

If needed we will send out a mass e-mail to all those individuals that have submitted letters of intent with further information if it becomes available but I'm not sure if that's something to anticipate or not and with that I guess we will end. Thank you everyone for joining us today. Have a great afternoon and a good weekend.

Coordinator: This concludes today's conference. Thank you for your participation. You may disconnect at this time.

END