



UNI/CARE

THE UNI/CARE PERSPECTIVE

OCTOBER 2010

INDUSTRY RESOURCES NEWSLETTER

Welcome to the OCTOBER 2010 Issue of The UNI/CARE Perspective: Industry Resources Newsletter!

It is with great pleasure that I present the **October 2010 issue of** *The UNI/CARE Perspective: Industry Resources Newsletter*.

In this issue we are devoting a majority of our content to the latest developments surrounding ARRA-HITECH initiatives and the financial incentives available for the adoption and implementation of Electronic Health Records (EHR). There has been a lot of activity recently specific to the certification of EHR technology and the eligibility criteria for achieving "Meaningful Use".

We think it is extremely important that you are aware of these developments and how they will impact your organization. Whether or not you qualify for the financial incentives being offered by the federal government – or even if you don't plan to pursue them – you may want to keep abreast of where the industry is headed with regards to Health Information Technology.

We are tracking what appear to be very rapid movements by regulatory authorities and the insurance industry to emulate the Federal standards for Meaningful Use of Electronic Health Records. There are several references and citations in this issue of the newsletter that point to a number of changes in that direction.

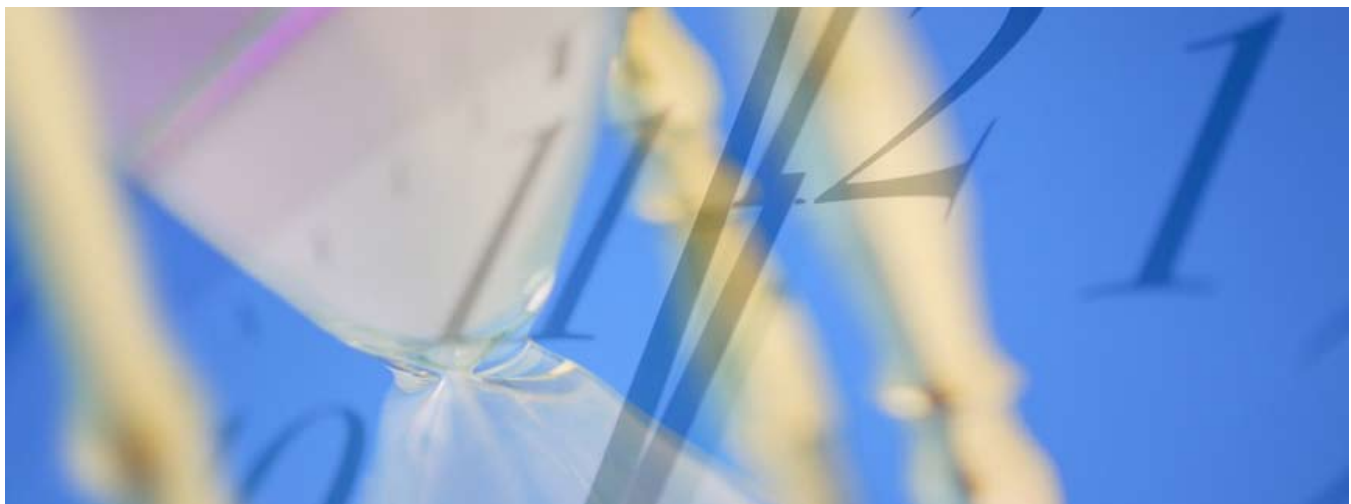
At the same time, we still are detailing the grants and funding section we know you have come to rely upon. There are dozens of new announcements in this issue representing nearly \$15 million in potential funding. We even have a few success stories to share with you from fellow UNI/CARE customers who have scanned the information provided in the newsletters to identify and win substantial grant awards for their own organizations.

Finally, be sure to check out the Industry Calendar. This month we feature 10 FREE webinars offered by leading authorities and industry experts to help you achieve your ARRA-HITECH and philanthropic goals.

Sincerely,

May Ahdab, Ph.D.
President & CEO
UNI/CARE Systems, Inc.

Note: To view previous issues of the Industry Resources Newsletter, go to www.unicaresys.com and visit UNI/CARE's Resource Center.



Healthcare Reform (including ARRA-HITECH Initiatives)

POLICY

CMS Launches Web Resource for EHR Incentives

The Centers for Medicare & Medicaid Services (CMS) is the official Federal source for facts about the Medicare & Medicaid EHR Incentive Programs. The site contains up-to-date resources that will give you the insight you need to make educated decisions. Avoid reading false or misleading information. Get the facts from the federal source – the CMS Medicare & Medicaid EHR Incentive Programs website.

Visit <http://www.cms.gov/EHRIncentivePrograms> today.

Initial EHR Certification Bodies Named

Key step in national initiative toward adoption of electronic health records

The Certification Commission for Health Information Technology (CCHIT), Chicago, Ill. and the Drummond Group Inc. (DGI), Austin, Texas, were named by the Office of the National Coordinator for Health Information Technology (ONC) as the first technology review bodies that have been authorized to test and certify Electronic Health Record (EHR) systems for compliance with the standards and certification criteria that were issued by the U.S. Department of Health and Human Services earlier this year. Announcement of these ONC-Authorized Testing and Certification Bodies (ONC-ATCBs) means that EHR vendors can now begin to have their products certified as meeting criteria to support Meaningful Use, a key step in the national initiative to encourage adoption and effective use of EHRs by America's health care providers. <http://www.hhs.gov/news/press/2010pres/08/20100830d.html>

CMS Issues Guidance to State Medicaid Directors on HIT Incentive Payments

The Centers for Medicare and Medicaid Services (CMS) has issued a [State Medicaid Directors Letter](#) providing guidance on how states may receive federal matching funds for their role in administering health information technology incentive payments to eligible providers in the Medicaid program. The HITECH Act, which was included in the American Recovery and Reinvestment Act of 2009, provides states a 90% federal match rate for their activities related to overseeing and administering the HIT incentive payments (the incentive payments themselves are 100% federally funded). To receive the 90% match, states must meet certain requirements in the administration and oversight of Medicaid incentive payments.

HHS Launches Health IT Communication Tool

The HHS website has a new look and theme: Connecting America for Better Health. The image and text represent how the HITECH Act is bringing together the health care community, government, and patients in an effort to transform our healthcare system through digital information technology. To find out more, visit the website at <http://healthIT.hhs.gov> and read the latest [Health IT Buzz blog](#) from the Office of Communications.

CMS will start incentive payments in May 2011

The Centers for Medicare and Medicaid Services will begin to make Meaningful Use incentive payments to eligible physicians and hospitals as early as May 2011, according to a senior CMS official, who detailed steps the agency is taking to start up the incentive program.

Bills Would Adjust Provisions on EHR 'Meaningful Use' Payments

Rep. Zack Space has introduced a bill to adjust a CMS plan to make single payments to multi-campus hospitals for the "Meaningful Use" of Electronic Health Records. Meanwhile, a bill by Rep. Michael Burgess would facilitate incentive payments to health care providers who are using EHRs that have not yet received federal certification from verified groups.

Healthcare Reform (including ARRA-HITECH Initiatives)

[Official Offers Glimpse of Stage 2 Criteria for 'Meaningful Use' Rule](#)

During a Health IT Policy Committee meeting, Tony Trenkle of CMS said Stage 2 requirements for the “Meaningful Use” of electronic health records would expand on those in Stage 1, partly by making the Stage 1 menu of options into core requirements for Stage 2.

[Providers Press for Drug Reconciliation in Meaningful Use Goals](#)

Physicians testifying at a recent HIT Policy Committee meeting called for more meaningful use measures to boost care coordination, including requiring doctors to merge prescription drug data into electronic health records. “Medication reconciliation is an absolute requirement to help ensure medication safety during transitions in care,” said a doctor with Boston-based Brigham and Women’s Hospital.

[Fed Advisors Look to Stage 2](#)

The HIT Policy Committee has formed the Quality Measures Workgroup to produce initial recommendations for prioritizing quality measures for Stage 2 electronic health records meaningful use criteria.

[NIST Releases Testing Procedures for IT Systems](#)

The National Institute of Standards and Technology has released the finalized testing procedures for IT systems that work with electronic health records, with a focus on interoperability and building out the Nationwide Health Information Network.



INSIGHT

Steady Progress to Extend EHR Incentives for Behavioral Health

The National Council is proud to announce that since **Hill Day**, the number of co-sponsors on the **Health IT Extension for Behavioral Health Services Act (HR 5040)** has more than doubled! Thanks to your efforts, the number of cosponsors has grown from 35 to 73. In addition, they have **secured introduction of a Senate companion bill, S. 3709**, authored by Sen. Sheldon Whitehouse (D-RI) and six co-sponsors.

This is excellent progress, but we can’t stop yet – keep reading to find out what **YOU** can do to help move this important legislation forward!

1. **Contact your Senators and urge them to sign on to S. 3709.** Did your Senators express support for behavioral health IT when you met with them at Hill Day? Now would be a great time to let them know the Senate bill has been introduced and encourage them to sign on. [Click here](#) to enter your zip code and find the contact information for your Senators. Or, [send a message](#) to your Senators today using our Action Alert tool.
2. **Reach out to your Representatives to either thank them for supporting HR 5040 or to encourage them to sign on!** More co-sponsors still are needed for this legislation if it is to have a chance of becoming law. You can see the full list of cosponsors at [opencongress.org](#) by clicking “View Co-sponsors” under bill author Rep. Patrick Kennedy’s picture.
3. **Visit the [Health Information Technology page of the National Council’s website](#) to find all of our resources on this legislation.** Our website contains a wealth of information about behavioral health IT, including a [fact sheet](#) and [FAQs](#) on HR 5040, a [fact sheet](#) on the need for including community mental health & addiction services providers in federal HIT funding initiatives, [information](#) on federal incentive payments for the adoption and meaningful use of health IT, and much more. Use these documents as a resource to answer your legislators’ questions about the bill, or use our letters to Rep. Kennedy and Sen. Whitehouse as templates for your own thank you notes.

INSIGHT

Do not Waste Time!

With the July release of the Final Rules for Meaningful Use criteria, the clock started ticking on the five-year timeline for healthcare providers to register for and receive federal financial incentives for the adoption and implementation of Electronic Health Records (EHR).

Beginning in January 2011, eligible providers can register with CMS to indicate their intent to begin the qualification, documentation, and payment receipt process. During the first year of qualification, providers must only document 90 consecutive days of compliance in order to qualify for the incentives. Thereafter, compliance will be required for each full year of the incentive period. Providers must also re-register each year to confirm their intent to continue with the application process.

www.cms.gov/ehrincentiveprograms

While the incentives are funded entirely by the federal government, states will interact with the registration site to verify provider eligibility and monitor payments. States can – and probably will – ask providers to comply with additional reporting requirements. It is imperative that you know what your state's requirements are, or will be. Make sure you monitor your state's Medicaid or ARRA-HITECH websites on a regular basis and sign up for any email alerts or newsletter services that may be available.

The final rules have relaxed the standards for Meaningful Use that were outlined in the interim version. Previously, eligible professionals and facilities would have been required to meet each of 25 criteria or objectives in order to receive incentive payments. Now, providers will be required to meet 15 “core” objectives plus any 5 additional objectives from a list of 10. Eligible facilities must meet 14 core requirements, plus 5 additional ones from a list of 10. In addition, the new regulations have reduced certain electronic reporting requirements and have reduced the percentage of patients to whom some of the criteria must apply. The changes are intended to make it easier for eligible professionals and facilities to qualify for the payments. [Click here](#) to read the Centers for Medicare and Medicaid Fact Sheet on the final regulations.

And that's just Stage 1 criteria! Stage 2 criteria kick in 2013 and Stage 3 sometime before the close of 2015. As the criteria stages advance, the requirements become more rigorous and the timeline for qualifying gets tighter. Providers who wait to register and start the qualifying process will likely have to adopt an accelerated schedule for EHR implementation in order to receive the available incentive payments. Apply early and often!



Healthcare Reform (including ARRA-HITECH Initiatives)

[Health IT Group Begins Work on NHIN Road Rules](#)

A new federal health IT advisory panel is at work on setting up a means of governing the nationwide health information network (NHIN) in a way that will earn the trust of healthcare providers and consumers and expand its use by the healthcare community.

[EHNAC Grants First HIE Certification](#)

The Electronic Healthcare Network Accreditation Commission has granted certification to the Utah Health Information Network, the organization that facilitates the state's electronic health data exchange. The Utah initiative was the first HIE to be accredited under EHNAC's program to certify entities that meet performance standards in data security and privacy, business practices and other areas.

[Nebraska HIE is Being Developed on Several Fronts](#)

Fremont Area Medical Center, a county-owned nonprofit hospital in Nebraska, will develop its own health information exchange system to link community providers. The plan is for the HIE to eventually "plug into" the Nebraska Health Information Initiative, a statewide HIE in development now.

[Sebelius Calls on Health Insurers to Stop Misinformation and Unjustified Rate Increases](#)

Department of Health and Human Services Secretary Kathleen Sebelius wrote America's Health Insurance Plans (AHIP), the national association of health insurers, calling on their members to stop using scare tactics and misinformation to falsely blame premium increases for 2011 on the patient protections in the Affordable Care Act.

[HIMSS Launches New Website to Help with Quality Reporting](#)

Meaningful use incentives make quality - and quality reporting - an integral component of electronic health records. To help providers and vendors better understand the details behind those imperatives, HIMSS has introduced Quality 101, a new online primer on quality measurement. {INSERT LINK TO NEW WEBSITE}

[HHS Names Cincinnati, Detroit as Final Health IT Beacon Communities](#)

HHS has announced that Cincinnati and Detroit are the last two regions that will receive funding under the federal Beacon Community grant program. Beacon communities aim to develop innovative health IT programs and lay the foundation for a health IT work force.

[Mississippi and North Carolina Move Forward With Health IT Plans](#)

Mississippi's Medicaid program has signed a contract with health information exchange company Shared Health to establish electronic health record and electronic-prescribing programs, while North Carolina is adopting a health information exchange system.

Reports & Commentary

HHS Issues Draft Strategic Plan for Fiscal Years 2010-2015

The Department of Health and Human Services has released a draft version of its Strategic Plan for fiscal years 2010-2015. The plan is aimed at improving quality and efficiency of care; HHS' five broad goals as outlined in the strategic plan are:

- Transform Health Care
- Advance Scientific Knowledge and Innovation
- Advance the Health, Safety, and Well-Being of the American People
- Increase Efficiency, Transparency, and Accountability of HHS Programs
- Strengthen the Nation's Health and Human Services Infrastructure and Workforce

The plan also includes 25 specific objectives to meet these broader goals. The full text of the draft Strategic Plan is available [online](#).

[A Look 'Beyond Meaningful Use'](#)

Every once in a while, we think it's good to peer ahead at what may or not be coming down the pike. With that in mind, here's a piece from two observers -- one a doctor, the other a tech consultant -- who attempt to put meaningful use in a longer term perspective.

[The HIE Revolution Begins ... When?](#)

What if it takes us another 15 or 20 years to bring HIE into the mainstream, like it took 20 years for ATMs to become ubiquitous?

[Survey Sheds Light on Nationwide HIE Progress](#)

An eHealth Initiative survey revealed 234 active health information exchanges this year, up from 193 last year, and more than 70 are now successfully sharing information. The survey also found that sustainability continues to be an issue for many state-operated HIEs, despite increased federal funding.

[Click here to download the full report.](#)

[Gulf Coast REC Opens Enrollment With Goal of Reaching 2,855 Providers](#)

The Gulf Coast Regional Extension Center (GCREC) at The University of Texas Health Science Center at Houston (UTHealth) opened its enrollment period for eligible practitioners this week. The goal is to get 2,855 eligible primary healthcare providers in the south region of Texas on board with an EHR in the first year and ensure they are using them in a meaningful way by 2012.

[CareSpark's Provider Registry Delivers Value](#)

CareSpark, a nonprofit regional health information organization (RHIO) serving Northeast Tennessee and Southwest Virginia, is proving the value of health information exchanges through numerous projects that rely on its provider registry

[Report: Health Providers Must Address Gaps in Health IT Work Force](#)

Health care providers facing a shortage of health IT staff could leverage employees' existing skill sets and explore remote hosting and other alternative health IT implementation strategies, according to a new report from Computer Sciences Corp.

[California Launches Nation's Largest Telehealth Network](#)

Gov. Arnold Schwarzenegger and U.S. Chief Technology Officer Aneesh Chopra joined a diverse group of statewide healthcare and technology agencies last week at the UC Davis Cancer Center in Sacramento to launch the California Telehealth Network (CTN), which is set to be the largest in the nation.

Reports & Commentary

[Start-up to Help Healthcare Sector Leverage Social Media](#)

MedNetworks, a new company launched last week, uses technology to map, analyze and activate social networks across a broad range of health constituencies in order to identify trends and predict future behavior.

[When Will Your Organization Be Prepared To Apply for 'Meaningful Use' Incentives?](#)

Fifty percent of health care CIOs and health IT executives say their organizations will be ready to apply for "Meaningful Use" incentives by 2011, according to a new survey. Seventy-nine percent said their organizations will be ready to apply for the incentives in 2012, while 89% said their organization will be ready in 2013.

[CCHIT Offers New Certification Programs for Specialized EHRs](#)

The Certification Commission for Health IT has launched new programs to certify electronic health records used in behavioral health, dermatology, and long-term and post-acute care. The new programs are separate from official certification for the "Meaningful Use" of EHRs.

[EHR guide from CHIME. AHA will Aid Health Care Executives](#)

A guidance document from the College of Healthcare Information Management Executives and the American Hospital Association offers health care executives information about the challenges of implementing EHRs across their organizations. It will be updated once the recently released certification and meaningful use rules are analyzed.



INSIGHT

Follow the Leader

Think "Meaningful Use" requirements do not apply to you because your organization is not a Medicaid or Medicare provider, or does not meet the volume requirements stipulated by CMS? Even if you do qualify, maybe you think the financial rewards just are not worth all that work?

Not so fast! There is growing sentiment across the health-care industry that other payers (i.e. insurance companies) bear some responsibility to make EHR financial incentives and associated qualification criteria, similar if not equivalent to the CMS program, available to providers who rely on insurance as their primary reimbursement source. Along with those incentives, however, penalties for non-compliance – as in delayed claims or fines – are to be expected.

Further, there are a number of indicators emerging that suggest accreditation and other regulatory authorities will also adopt Meaningful Use measures tied to certification and licensing.

[Medical certification boards Help Drive Critical Mass of Health IT](#)

Two significant medical certification boards - the American Board of Medical Specialties (ABMS) and the Federation of State Medical Boards (FSMB) - have announced their intention to make health IT deployment a standard in their assessment and certification of physician competency.

[Payers Continue to Support Health IT Adoption](#)

Commercial payers don't come to mind when you think of health IT adoption, but many have been active in the area for quite a while.

[Payers Make Moves Toward MU Incentives](#)

Federal incentive payments for Meaningful Use of electronic health records became more meaningful on Aug. 5 as four major commercial insurers announced programs that could result in additional private sector incentives.

[UnitedHealth Group To Offer Health IT Loans for State's Rural Hospitals](#)

The insurer plans to invest \$10 million to help California's rural hospitals adopt electronic health records. UnitedHealth Group would provide the loan funds by purchasing a bond offering by selected hospitals. San Francisco Business Times, Sacramento Bee.

Reports & Commentary

FUNDING

[HHS awards \\$20M in New Funds to Support EHR Adoption](#)

Critical access and rural hospitals will benefit from nearly \$20 million in new technical support assistance to help them convert from paper-based medical records to certified electronic health record technology, Health and Human Services Secretary Kathleen Sebelius announced Friday.

[HHS Grants To Create Health IT-Supported Research Network](#)

HHS has awarded \$17 million in grants from the 2009 federal economic stimulus package to support patient-centered outcomes research. Five of the grants aim to create a network of patient-centered outcomes research centers that will be supported by electronic health records, data management systems and other health IT tools.

[Federal Grant To Assist Three-State Project To Expand Telemedicine](#)

HHS has awarded a \$980,000 grant that will be used to help health care providers in Kansas, Missouri and Oklahoma care for rural patients using telemedicine. Almost 90% of the states' counties are considered rural.

[Maine Receives Final Approval of \\$6.6 Million for Health Exchange](#)

Maine Gov. John Baldacci said the state has won approval from HHS for the full use of a \$6.6 million federal grant to expand and coordinate health IT efforts statewide. Maine is the sixth state to have its health IT plan approved by HHS.

[HHS Will Provide \\$51 Million To Establish Insurance Exchanges](#)

HHS has made available \$51 million to assist in the creation of statewide health insurance exchanges. This will allow consumers to compare various health plans online. The health reform law stipulates that states must implement such exchanges by 2014. States have the option of constructing their own exchanges or collaborating on regional systems.

[CMS Awards Funding to 6 States, D.C. for EHR Incentive Programs](#)

CMS recently awarded \$5.75 million in federal matching funds to Medicaid programs in six states and the Dis-

trict of Columbia for their plans related to implementing electronic health record incentive programs. To date, the agency has provided more than \$73 million in funding for 45 states, Washington, D.C., and U.S. territories.

UNI/CARE PERSPECTIVE:

UNI/CARE is a very early adopter of the National Certification Process and our company's commitment to stay on the leading edge has not faltered. While UNI/CARE was waiting for the final rule to be published for Meaningful Use, we have moved ahead to obtain certification this year in three very important areas. First, Behavioral Health Certification was initiated this year, and UNI/CARE was the first vendor to conduct the pilot testing of these new standards. We also are planning to be among the first set of software developers to be certified by the fall of 2010. Second, UNI/CARE also is seeking recertification of its Ambulatory Care certification status within the same timeframe. Third, and most important, UNI/CARE is seeking full ARRA-Meaningful Use certification by the fall of 2010. These certifications will position all of our current and future customers for the ability to obtain enhanced reimbursement for all physicians that are using Pro-Filer™ and meeting the Meaningful Use standards of use.

The 2010 release of Pro-Filer™ already has a built in CCD (Clinical Care Document) capability that will allow our customers to connect with local, regional and state HIEs (Health Information Exchanges). This puts our customers in the best possible position to participate in these HIE development projects and to attract grant funds to assist with this process.

While other vendors were questioning if the Behavioral Health Community should even be included in the process of certification, UNI/CARE believed in the requirement of interconnectivity within the Health Care Industry and moved quickly to position Pro-Filer™ as an Electronic Health Record able to comply with the broader principle of "One record, One Client" and share information with other electronic health records within a secure environment.

Grants & Funding Announcements

NATIONAL

Need Software for Your Office?

Work from home or bring together your staff and volunteers easily without travel expenses. [Join Gifts In Kind International](#), a nonprofit organization for nonprofits, and get access to valuable Citrix software products to help you work more efficiently. Work remotely with [GoToMyPC](#), gather people together with [GoToMeeting](#), or spread your message with [GoToWebinar](#). For only a minimal administrative fee per package (as low as \$40), you'll make the most of your donation dollars and your time by joining Gifts in Kind. [Click here](#) to learn more, or [view our online catalog](#).

Rebuild Your Website, Strengthen Your Outreach

Want to get a face lift for your organization's website? Cozality, a web design company for nonprofits, is offering GrantStation Insider readers a 50% subsidy for a complete website makeover, including full standard integration with their industry-leading Effect Engine CMS (Content Management System) for nonprofit websites. This powerful CMS, which can help you increase traffic and donations for your organization, boasts over 30 standard modules, including a number of social media marketing modules. Nonprofits established at least one year prior to the date of application that have raised less than \$250,000 in private donations over the past year and can issue tax receipts in the U.S. and/or Canada are welcome to apply. For more information on this offer, visit the [Cozality website](#).

A Match Made in CyberSpace

Philanthropist.org is a place that matches Social Entrepreneurs (workerteers) and Social Investors (philanthropists) in order to provide funding and resources for specific projects that serve the greater-good. If you are interested in learning more about us, please visit our website, and sign up for our blog: <http://www.philanthropist.org/blog/>

Rural Health Network Development Planning Grant Program Health Resources & Services Administration

The purpose of this program is to expand access to, coordinate and improve the quality of essential health care services and enhance the delivery of health care, in rural areas. The applicant organization must be a rural nonprofit or public entity that represents a consortium/network of three or more health related entities that need assistance to plan, organize and develop a health care network.

Award Amount: 15 grants totaling \$1,275,000

Deadline: October 08, 2010

<https://grants.hrsa.gov/webExternal/SFO.asp?ID=5E0E7DF5-300B-45E9-BAF8-D5EE9FD041B0>



INSIGHT

Legislation Seeks New Federal Agency for Nonprofits

Federal legislation aimed at improving coordination between the nonprofit sector and Federal government and compile data on the health of the sector would establish two new entities on The Hill if passed by Congress and signed by the president. Rep. Betty McCollum (D-Minn.) has introduced "The Nonprofit Sector and Community Solutions Act" (H.R. 5533) which was referred to the Committee on Oversight and Government Reform; the Committee on Education and Labor, and the Committee on Science and Technology. "The next step is to get bipartisan support for the bill as well as the administration," said Independent Sector (IS) President and CEO Diana Aviv. The idea behind the legislation, Aviv said, has been kicking around since she testified before Congress last year, recommending the idea of a Small Business Administration (SBA) for nonprofits. "It's something we've been interested in and been very actively involved in crafting and shaping of it," she said.

- *The NonProfit Times*

Grants & Funding Announcements

Microsoft Elevates America Community Initiative Support for Technology Skills Training Programs

This initiative partners with nonprofit organizations throughout the U.S. that provide technology access and training in their local communities to help people find employment. The focus is on organizations in underserved communities, with emphasis on organizations that address the needs of women and young workers (ages 18-25).

<http://bit.ly/bilytk>

Award Amount: \$100,000 - \$250,000

Deadline: October 08, 2010

Biobehavioral Research Awards for Innovative New Scientists Grant National Institutes of Health

This award is intended to support the research and research career development of outstanding scientists who are in the early, formative stages of their careers and who plan to make a long term career commitment to research in specific mission areas of the NIMH. This award seeks to assist these individuals in launching an innovative clinical, translational, basic or services research program that holds the potential to profoundly transform the understanding, diagnosis, treatment, or prevention of mental disorders.

<http://grants.nih.gov/grants/guide/rfa-files/RFA-MH-11-050.html>

Award Amount: Multiple awards totaling \$5 million

Deadline: October 19, 2010

Eli Lilly and Company

The Welcome Back Awards program honors individuals working to help in the fight against depression and the stigma often associated with the illness. An independent panel of national mental health experts will select honorees in five categories: Lifetime Achievement, Community Service, Destigmatization, Primary Care, and Psychiatry.

[Visit Website](#)

Award Amount: \$55,000

Deadline: November 9, 2010

NIMH Seeks Proposals for its Outreach Partnership Program

The National Institute of Mental Health (NIMH) invites the submission of proposals to become an NIMH Outreach Partner. The Outreach Partnership Program is an opportunity for organizations to receive \$7,500 annually for 3 years to conduct statewide, science-based mental health outreach and education, and to promote National Institutes of Health/NIMH clinical research. Nonprofit organizations that conduct outreach focused on mental health or that have experience in child and adolescent mental health or mental health disparities are encouraged to apply.

[Read More About Eligibility](#)

Program Project on Alcohol-Related Research National Institutes of Health

The NIAAA Program Project Initiative provides leadership in conducting and fostering interdisciplinary research on a wide variety of topics including, but not limited to: the nature, causes, consequences, diagnosis, treatment, and prevention of alcohol abuse and alcoholism; and in developing new topics, approaches and methodologies to pursue these areas of research.

<http://grants.nih.gov/grants/guide/pa-files/PAR-10-187.html>

Award Amount: Varies depending on proposal

Deadline: December 2, 2010.

KeyBank Foundation

The Foundation's Financial Education category supports programs that foster effective financial management and understanding of financial services and tools. The Workforce Development category supports programs that provide training and placement for people to access job opportunities for a stronger and better prepared workforce. The Diversity category supports programs that employ systemic changes to improve the access of individuals of diverse backgrounds and encourage them to realize their full potential.

<https://www.key.com/html/key-foundation-philanthropy-banking.html>

Award Amount: Not Specified

Deadline: Ongoing

Grants & Funding Announcements

Build-a-Bear Workshop Giving Programs

Build-A-Bear Workshop, Inc. awards Children's Health & Wellness Champ-A-Champion Fur Kids grants twice annually to provide direct support for children in the areas of health and wellness. Grantees include childhood disease research foundations, child safety organizations, and organizations that serve children with special needs.

<http://www.buildabear.com/aboutus/community/grants>

Award Amount: \$1,000 to \$10,000

Deadline: April 30, July 31, and October 31 annually

RGK Foundation

Initially supporting medical and educational research, the Foundation now has broadened its scope to award grants in Children, Youth & Families, Education, Community, Health & Medicine, and Literacy. All applicants must complete an electronic letter of inquiry found on the Web site.

[Visit Website](#)

Award Amount: \$25,000 to \$350,000

Deadline: Unknown

The Macauley Foundation

The Foundation is a family-giving vehicle developed by the founders of AmeriCares Foundation, a disaster and medical relief organization. The Foundation focuses its grantmaking on homeless and food programs as well as programs to help children, the elderly, and others less fortunate in the U.S. and abroad. To receive a grant application, send a brief letter of inquiry to the Foundation.

[Visit Website](#)

Award Amount: \$5,000 To \$100,000

Deadline: Open

Youth Service America UnitedHealth America

Grants will be provided to schools and youth-focused, community-based organizations throughout the United States. Priority is given to semester-long projects that launch on Martin Luther King, Jr. Day of Service in January and culminate on Global Youth Service Day in April 2011.

<http://www.ysa.org/HEROES>

Award Amount: Up to \$1,000

Deadline: October 22, 2010

INSIGHT

Get Green for Going Green

"Going Green" is arguably the most in vogue cause in the collective global consciousness today. Greater and greater emphasis is being given to reducing our carbon footprint on the earth, saving energy, and creating and preserving a cleaner, healthier environment for future generations. And that includes the vulnerable populations served by the behavioral health industry.

Enormous funding is being funneled into "green" initiatives all over the country from a wide range of government (federal, state, and local), philanthropic, and corporate sources. Include "environment" and "housing" announcements in your routine grant seeking processes and funding research, and you'll likely find many new opportunities for which your organization may qualify.

No effort is too small, no project is too large. Everything from establishing recycling programs, replacing old heating and cooling systems or windows and doors with energy-efficient models, planting community gardens, to simply changing out your light bulbs for CFLs – or even building a whole new "green" facility from the ground up – is looked on favorably by many funding sources and helps create safer, more comfortable, healthier working and living environments for your employees and your clients.

Case in point – Community Options in Hopewell, New Jersey was recently awarded a grant from the U.S. Department of Housing and Urban Development (HUD) to build the first green, sustainable group home in the state for individuals with disabilities in collaboration with the local township.

"We are very excited because this is a prototype, the first house we ever built from the ground up that will be LEED [Leadership in Energy and Environmental Design] certified. This house will be completely built using environmentally correct materials and supplies. We will even recycle all materials, which include 1920s glass, from a barn that is currently on the property. Another ecologically sound component will be a sprinkler system with an underground catchment area. Plus, the builders are using wood that can be re-grown more quickly, such as bamboo and pine. We're very hopeful that the residents will be moving in sometime in May or June 2011," said Robert Stack, President and CEO of Community Options. www.comop.org

HINT: There are at least four "green" funding announcements in this newsletter!

Grants & Funding Announcements

INSIGHT

Grants Office Launches Suite of FREE Funding Information Websites

Justice Grants - www.justicegrants.info - Information on grants for law enforcement, courts, and corrections issues.

Homeland Security Grants - www.homelandsecurityfunding.info - Information on grants for preparedness, surveillance, and detection.

Health IT Grants - www.healthitgrants.info - Information on grants for leveraging technology for comprehensive management of medical information and its secure exchange between health care consumers and providers.

Higher Education Grants - www.higheredgrants.info - Information on grants for post-secondary education, higher education infrastructure, and development of new programs.

School IT Grants - www.schoolitgrants.info - Information on grants for leveraging technology to enhance school administration, improve student outcomes, and provide innovative opportunities for students and teachers.

Tribal Grants - www.tribalgrants.info - Information on grants for a wide range of Native American and tribal projects.

Connected Community Grants - www.connectedcommunitygrants.info - Information on grants for projects that link community services, expand access to Internet resources, and enhance life for community citizens.

IT Grants - www.itgrants.info - Information on grants for a wide range of technologies in education, public safety, healthcare, and more.

Firefighter Grants - www.firegrants.info - Information on grants for fire departments and other disaster response agencies.

Public Safety Grants - www.publicsafetygrants.info - Information on grants for community policing, school safety, drug enforcement and more.

Healthcare Grants - www.healthcaregrants.info - Information on grants for a wide range of healthcare-related issues. Be sure to sign up for e-mail updates to get access to funding news and invitations to exclusive Web-based training opportunities!

School Safety Grants - www.schoolsafetygrants.info - Information on grants for school safety and security, including grants for schools, law enforcement agencies, and community-based organizations. Be sure to sign up for e-mail updates to get access to funding news and invitations to exclusive Web-based training opportunities!

Distance learning and Telemedicine Grants - www.dltgrants.info - Information on grants for leveraging video conferencing technology to extend educational and healthcare services to underserved areas.

Utility Grants - www.utilitygrants.info - Information on grants for smart grid, renewable energy and energy efficiency opportunities.

Interoperability Grants - www.interoperabilitygrants.info - Information on grants for interoperable communications among police, fire, healthcare, and other emergency management service providers.

Be sure to sign up for **Email Alerts** to get access to funding news and invitations to exclusive web-based training opportunities!

Source: www.grantsoffice.com

Grants & Funding Announcements

Improving Evidence-Based Mental Health Screening and Treatment for Persons with Mental Disorders in the Justice System National Institutes of Health

This grant opportunity encourages proposals from institutions/organizations to conduct pilot research activities preliminary to studies that test the effectiveness of strategies for the delivery of evidence-based mental health treatments, services and suicide prevention in criminal (adult) or juvenile justice settings.

<http://grants.nih.gov/grants/guide/rfa-files/RFA-MH-11-061.html>

Award Amount: Up to \$450,000

Deadline: November 30, 2010

Structural Interventions, Alcohol Use and Risk of HIV/AIDS Grant National Institutes of Health

This grant opportunity encourages research applications from institutions/organizations that propose to investigate the effectiveness of structural interventions that reduce the risk of HIV/AIDS transmission by changing the environment of alcohol use.

<http://grants.nih.gov/grants/guide/pa-files/PA-10-243.html>

Award Amount: Varies, up to \$275,000

Deadline: May 7, 2013

NIDA Program Project Grant Applications Grant National Institutes of Health

This grant opportunity will provide support for applications from institutions/organizations that propose broadly based investigative efforts with a well-defined central focus or object to address critical issues in drug abuse and addiction involving neuroscience, behavior, prevention, treatment, epidemiology, etiology, health services, HIV/AIDS or other drug abuse-related research areas.

<http://grants.nih.gov/grants/guide/pa-files/PAR-10-244.html>

Award Amount: Varies

Deadline: September 7, 2013

Strategies for Treatment of Young Adults with Alcohol Use Disorders National Institutes of Health

Inviting applications to support new research on the treatment of young adults (18-25 years of age) with alcohol use disorders.

<http://grants.nih.gov/grants/guide/pa-files/PAS-10-248.html>

Award Amount: Varies, totaling \$1.5 million

Deadline: September 7, 2013

Clinically Relevant Comparative Effectiveness of Alcoholism Treatments National Institutes of Health

The overall goal is to inform clinical decision-making that will enhance treatment outcomes and reduce harms associated with interventions for alcohol use disorders.

<http://grants.nih.gov/grants/guide/pa-files/PAS-10-273.html>

Award Amount: \$1,500,000

Deadline: September 07, 2013

Treatment of Co-Occurring Alcohol Use Disorders and Depression/Anxiety Disorders National Grant National Institutes of Health

Invites applications to support research on the treatment of individuals with co-occurring alcohol use disorders and depression/anxiety.

<http://grants.nih.gov/grants/guide/pa-files/PAS-10-252.html>

Award Amount: Varies, totaling \$200,000

Deadline: September 15, 2013

Health Data Management Announces EHR Game Changers Awards

Health Data Management is sponsoring a new awards program to honor individuals who have been true game changers in the design, advocacy, deployment and development of electronic health records technology.

Home Depot Foundation, Habitat for Humanity Announce 2010 'Partners in Sustainable Building' Program Grantees

More than 135 Habitat for Humanity affiliates across forty-two states will receive \$3,000 grant for each home built that meets Energy Star standards and up to \$5,000 for each home built to a higher green standard.

Bank of America Commits \$10 Million to Spur Small Business Lending

Charlotte-based BoA will award grants to nonprofit lenders looking to leverage funds from the Small Business Administration and the Department of Agriculture for microloans to small and rural businesses.

Mary Byron Project Invites Entries of Innovative Domestic Violence Programs for Celebrating Solutions Awards

Awards will be given to nonprofits in recognition of innovative programs that have demonstrated promise in breaking the cycle of domestic violence.

Award Amount: 4 awards of \$10,000 each

Deadline: November 19, 2010

State Specific Resources

STATE-SPECIFIC & REGIONAL

FY11 Announcement of Anticipated Availability of Funds for Family Planning Services Grants Office of Public Health and Science

This announcement seeks applications from public and private nonprofit entities in Northeast and Central Ohio to establish and operate voluntary family planning services projects which shall provide family planning services to all persons desiring such services, with priority for services to persons from low-income families.

<https://www.grantsolutions.gov/gs/preaward/preview-PublicAnnouncement.do?id=11801>

Award Amount: 10 awards totaling \$1 million

Deadline: December 1, 2010

Nike, Inc.

The new Nike Employee Grant Fund, a \$1.5 million fund to benefit Portland area schools and nonprofits, engages employees in aiding nonprofits in communities where local Nike employees live: Clackamas, Columbia, Clark, and Multnomah Counties, Washington, and Yamhill counties in Oregon. Funding priorities include the environment, education, inclusion, and health.

[Visit Website](#)

Award Amount: \$5,000 To \$20,000

Deadline: November 15, 2010

The Stuart Foundation

The Foundation is dedicated to the protection, education, and development of children and youth. Grants are awarded to programs and organizations located in the states of California and Washington that work toward ensuring that all children grow up in caring families, learn in vibrant and effective schools, and have opportunities to become productive members of their communities. Areas of interest are vulnerable youth in the child welfare system and education.

[Visit Website](#)

Award Amount: \$5,000 To \$1,300,000

Deadline: Open

Cathay Bank Foundation

The Foundation seeks to enhance the growth and success of communities where the bank serves its customers (California, Illinois, Massachusetts, New Jersey, New York, Texas, and Washington) and create opportunities in the areas of affordable housing, community and economic development, and education. It will also consider support for cultural and arts organizations and programs, health

and welfare organizations, environmental programs, human services organizations, and programs that benefit the communities at large. All grant seekers must submit a letter of inquiry before applying.

[Visit Website](#)

Award Amount: \$1,000 To \$10,000

Deadline: Open

The Moyer Foundation

Supports programs that directly serve critical needs of children in severe emotional, physical, or financial distress in Washington State as well as the largest network of bereavement camps in the country for children and teens who are grieving a significant loss.

[Visit Website](#)

Award Amount: \$3,000 To \$50,000

Deadline: March 1, June 1, and September 1, annually



State Specific Resources

Ball Brothers Foundation

The Foundation awards program/project and operating grants to organizations that demonstrate “better practices” or strive toward “best practice designation” in conducting their affairs and to improving the quality of life in Muncie, Delaware County, East Central Indiana, and the state of Indiana through philanthropy and leadership.. Areas of funding priority include arts and culture, education, the environment, health, human services, and public affairs/society benefit.

[Visit Website](#)

Award Amount: Varies

Deadline: Feb. 1 & Nov. 30 for rapid grant requests; Feb. 15 & July 15 for letters of inquiry

The Bahl Foundation

The Foundation is dedicated to advancing the health and well-being of children around the world through education, health, faith, and the arts. Giving has been primarily to organizations in Connecticut, New York, and Minnesota.

[Visit Website](#)

Award Amount: \$5,000 To \$35,000

Deadline: Open

The Sherwood Foundation

The Foundation is committed to improving child and family welfare through community investments in the following areas: public education, human services, and social justice. The Foundation limits grants to nonprofits located in Omaha, Nebraska. Occasionally the Foundation makes grants outside of the Greater Omaha region to organizations that have a working relationship with it. The Foundation also supports early childhood education on a regional and national basis through the Buffett Early Childhood Fund. Applicants are asked to submit a two-page letter of inquiry.

[Visit Website](#)

Award Amount: Varies

Deadline: February 15 & August 15 for Letters of Inquiry

[New York City AIDS Fund Announces Request for Proposals](#)

Grants will be awarded to HIV/AIDS-specific and general community-based groups, health and social service providers, and other organizations in New York City working to fight the AIDS epidemic and the spectrum of HIV illness at the community level.

Award Amount: Up to \$100,000

Deadline: October 12, 2010

[Women’s Impact Fund Launches Annual Grantmaking Cycle](#)

Grants will be awarded to nonprofits in Mecklenburg County, North Carolina, for both new and existing projects and programs that work to address existing and emerging community needs.

Award Amount: Up to \$100,000

Deadline: November 1, 2010 (Letters of Inquiry)

[National AIDS Fund Announces Availability of Grant Support for Public Policy and Advocacy Activities Through Southern REACH Initiative](#)

Grants will be awarded to nonprofits working to protect and advance the health, human rights, and dignity of persons most affected by HIV/AIDS in the southern United States.

Award Amount: Up to \$100,000

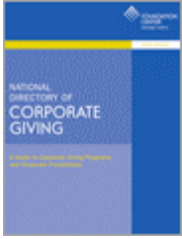
Deadline: October 11, 2010

[Virginia Health Care Foundation Awards \\$1.5 Million to Health Safety-Net Providers](#)

Eighteen organizations in Virginia were awarded grants to expand their patient capacity, range of health services, and/or outreach to low-income patients, the uninsured, and children.



Recommended Reading



**Diversify Your Fundraising Strategy
Free Shipping!
Just Published:
National Directory of Corporate
Giving**

Often overlooked, company-sponsored foundations and corporate giving programs help U.S. nonprofits by providing grants and in-kind donations. The most comprehensive information available in print on America's corporate donors, *the National Directory of Corporate Giving* profiles more than 3,300 company-sponsored foundations and over 1,400 corporate giving programs with vital fundraising information.

Mobile Access 2010

Pew Internet & American Life Project

Presents survey findings on trends in wireless Internet use with cell phones or laptops, including sending photos, accessing social networking sites, and making charitable donations using cell phones by race/ethnicity, age, education, and income.

U.S. Ranks Fifth in Global Index of Charitable Behavior

The Charities Aid Foundation America report ranked 153 countries, evaluating the percentages of the population who have donated to a charity, volunteered time to an organization, and helped a stranger in need.

INSIGHT

Five Reasons Why a Marketing Plan is Your Most Critical Success Factor

Reason #1: A strong marketing plan directs your focus and keeps you on a clearly defined path that ensures you make the most of your effort and budget.

Reason #2: A strong marketing plan forces you to articulate concrete, measurable objectives so you, and the decision makers who make staffing and budget decisions, know what you are working towards (critical for buy in) and make the right decisions on how to get there.

Reason #3: A strong marketing plan provides a definitive means of tracking progress (or lack of progress) against stated objectives.

Reason #4: A strong marketing plan doubles as a pithy overview of your work to engage colleagues and funders. Marketing is an all-organization responsibility. But to engage your colleagues (or prospective funders), you need to be able to show them what you're doing and why.

Reason #5: A strong marketing plan makes it easy to draft your day-by-day work plan. By breaking down the big ideas that comprise the master marketing plan into nitty-gritty execution, you clarify each element for your work plan and define roles and responsibilities. As a result, you're able to focus on priorities and capitalize on each staff member's or freelancer's skill set.

Source: www.gettingattention.org



Recommended Reading



The Utility of Trouble: Maximizing the Value of Our Human Services Dollars: Executive Summary, Boston Foundation

Outlines recommendations to standardize service delivery areas and consolidate area offices of the state's seven largest human services agencies, as well as to close antiquated institutions. Projects benefits such as improved accessibility and savings.



2010 Healthcare Benchmarks: Telehealth and Telemedicine

This 20-page resource provides actionable information from 139 healthcare organizations on their utilization of telehealth and telemedicine. This resource documents trends and metrics on current and planned initiatives in the use of telehealth and telemedicine, provides lessons from early adopters and identifies emerging applications of these technologies. Learn more about this resource.



Coalitions and Partnerships in Community Health

This resource is a step-by-step guide for building durable coalitions to improve community and public health. It provides an in-depth, analytical and practical approach to building, sustaining, and nurturing these complex organizations. This resource includes all the tools for success in collaborative work from a research and practice-based stance. Learn more about this resource.

[IRS Extends Filing Deadline for Small Charities](#)

The IRS has announced a one-time relief program that will allow small nonprofit organizations that failed to file required returns for 2007, 2008, and 2009 to keep their tax-exempt status by filing returns no later than October 15.

[How Registries Can Help Performance Measurement Improve Care](#)

Robert Wood Johnson Foundation

Suggests ways to better utilize databases of clinical information to evaluate care processes and outcomes and improve measurements of healthcare quality and costs, comparative clinical effectiveness research, and medical product safety surveillance.

[Online Donations to Charities on the Rise, Report Finds](#)

According to a new index from the fundraising software-provider Blackbaud, online donations to charities increased by 23 percent from March through May, compared to the same period in 2009.

[Letters of Interest Lead to New Funding Opportunities](#)

by Rebecca Vermillion Shawver, MPA

I finally came to realize that the funders had a different reason for requesting a letter of interest from me than I had for writing one. I needed to adjust my thinking and writing to address their needs - because after all, they have the money!

Recommended Reading

The New Face of Corporate Charity

The days when businesses made grants to support a variety of unrelated causes are over. That's the message from the June 2010 meeting of the Committee Encouraging Corporate Philanthropy. In ["Rethinking Corporate Giving: Western Union's CEO Offers Her Philosophy"](#) (*The Chronicle of Philanthropy*, June 3, 2010), Caroline Preston reports on an interview with meeting participant Christina Gold, the chief executive officer of Western Union. Western Union's current philanthropic focus is on assisting migrant families—the company's primary customers—but, says Gold, nonprofits reveal both their lack of research and their failure to understand the company's focus by continuing to make inappropriate requests. Gold predicts that more and more businesses will integrate corporate giving with their overall corporate strategy, favoring nonprofits that

- share the company's interests and
- can make use of the company's employees as volunteers
- Her advice to nonprofits:
- "Consider the full range of benefits [you] can offer [your] corporate sponsors and present innovative ways to deliver value to the stake holders companies most want to reach."
- Don't rush into partnership with a corporate sponsor.
- Don't be afraid to walk away from a corporate sponsorship agreement if it won't advance your nonprofit mission or fit the needs your organization seeks to address.

INSIGHT

New Resources for Health Information Technology Funding

Health IT Grants - www.healthitgrants.info - Information on grants for leveraging technology for comprehensive management of medical information and its secure exchange between health care consumers and providers.

IT Grants - www.itgrants.info - Information on grants for a wide range of technologies in education, public safety, healthcare, and more.

Distance learning and Telemedicine Grants - www.dlt-grants.info - Information on grants for leveraging video conferencing technology to extend educational and healthcare services to underserved areas.

Interoperability Grants - www.interoperabilitygrants.info - Information on grants for interoperable communications among police, fire, healthcare, and other emergency management service providers.

Grants for Information Technology - 2010 Digital Edition
This new Grant Guide reveals the scope of current foundation giving in the field. You'll find descriptions of nearly 3,600 grants worth almost \$700 million from over 500 foundations. Grants for Information Technology is essential for identifying prospective funders for general support or specific projects.



Recommended Reading

Where can I find funding for Health Information Technology initiatives?

Few grants specifically state they will fund HIT initiatives supporting the expenditures of hardware, software and training necessary for the implementation and use of electronic health records, e-prescribing, computerized provider order entry (CPOEs), electronic transmittal of medical tests, and decision support systems, to name a few. There are several grants that will support health care quality, patient safety, health care access, workforce training programs, and controlling the cost of health care. Grants supporting these initiatives may not state specifically they fund HIT; however, HIT is seen as a solution to improve these health care initiatives. The following Federal organizations and agencies may offer grant opportunities that support HIT efforts.

- [Agency for Health Research and Quality \(AHRQ\)](#)
- [Health Resources and Services Administration \(HRSA\)](#)
- [National Library of Medicine \(NLM\)](#)
- [Office of Rural Health Policy \(ORHP\)](#)
- [USDA Rural Development](#)
- [Universal Service Fund \(FCC\)](#)

Source: http://www.raconline.org/info_guides/health-tech/healthtechfaq.php#funding



[Networked Nonprofits Have Social Cultures](#)

Nonprofits need to work less like single organizations and more like networks to leverage social media to solve complex social problems. Making the shift from a single organization to one that works in a networked way both inside and outside of institutional walls is not a one-step process for many organizations.

[Read the article»](#)

[The Future of the Internet: The Future of Social Relations](#)

Pew Internet & American Life Project

Presents technology stakeholders' responses to a survey on the positive and negative effects of the Internet as a communications tool on social relations — personal and global, close and casual — and related trends by 2020.

[Healthcare Nonprofits Report Higher Average Investment Returns in 2009](#)

According to a new study by the Commonfund Institute, U.S. nonprofit healthcare organizations reported an average total return on investable assets of 18.8 percent during fiscal year 2009, a significant increase from their -21.2 percent return in 2008.

[Forty Families, Individuals Sign Onto Giving Pledge](#)

Signatories of the pledge, which Bill Gates and Warren Buffett launched six weeks ago to encourage the nation's billionaires to give at least half of their fortunes to charity, include Larry Ellison, George Lucas, Jeff Skoll, and Michael Bloomberg.

Industry Calendar and Special Events

There are dozens of events every month designed to help you understand ARRA and HITECH and boost your organization's fundraising savvy – and many of them are free! Each issue of the Industry Resources Newsletter will feature selected events scheduled in the near future. If you know of events that would benefit your colleagues in the behavioral health field, please let us know at unicaresys@unicaresys.com and we will include them in a future issue.

October 12, 2010	Seth Godin: Are You a Linchpin? www.nonprofit911.org	FREE Webinar
October 13, 2010	HIMSS: On the Road to Meaningful Use http://www.himss.org/economicstimulus/mu_webinars.asp	\$79 Webinar
October 20, 2010	Introduction to Finding Funders www.foundationcenter.org	FREE Webinar
October 20, 2010	HIMSS: On the Road to Meaningful Use http://www.himss.org/economicstimulus/mu_webinars.asp	\$79 Webinar
October 26, 2010	How to Approach a Funder www.foundationcenter.org	FREE Webinar
October 28, 2010	The Total Focus Marketing Plan www.gettingattention.org	Washington DC
November 3-6, 2010	Charity Channel Summit 2010 "Treasures in the Sand" http://www.charitychannel.com/summit-2010.aspx	St. Pete Beach
November 12, 2010	Introduction to Finding Funders www.foundationcenter.org	FREE Webinar
November 30, 2010	How to Approach a Funder www.foundationcenter.org	FREE Webinar
On-Demand	ARRA-HITECH Final Ruling http://www.lbmc.com/arra_hitech_final_ruling_free_webinar	FREE Webinar



To view previous issues of The UNI/CARE Perspective and its subsidiary publication the Industry Resources Newsletter, go to www.unicaresys.com and click on “**About UNI/CARE, The UNI/CARE Perspective.**”

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