

The Thomas Scattergood Behavioral Health Foundation Design Challenge 2014

Problem Statement: This year's Design Challenge is exploring the most effective avenue to integrate mental health care into retail clinics. An American Heart Association (AHA) report stated to improve the quality of mental health care in the United States actions must be taken, which includes:

1. Improving public awareness of effective treatment
2. Making it easier to find the care needed and access to it
3. Reducing the financial barriers to treatment.

Retail Clinics (CVS' Minute Clinic, Walgreens' Take Care Clinic, Target Clinic, and local healthcare systems clinics) have existed since 2000. They are small health clinics located within a larger store in which patients can receive basic primary health care. They are known for convenience, low cost and high quality care however the model of retail clinics focuses on primary physical health and currently does not provide behavioral health interventions (e.g. screening, referral, and crisis management).

By integrating mental health care with existing physical health care in a retail clinic, we are addressing the health and wellness of the whole person, mind and body. A study from the *Journal of Occupational and Environmental Medicine* concluded chronic conditions, such as hypertension and asthma, are more likely to occur with a mental health condition and that the average number of impaired days per month for chronic diseases increases with a mental health condition. **A CDC report concluded that 26% of adults will experience a mental health disorder in any given year, regardless of an existing chronic physical condition, and nearly 70% will not seek treatment.** A second CDC report showed antidepressants are the most commonly used type of prescription drug by adults aged 20-59 in the United States.

Design Challenge Question

Create an intervention (*idea + plan of action*) that includes an Education, Access and/or Service component for Behavioral/Mental Health in a Retail Clinic. All interventions submitted must have the potential to be implemented by May 14, 2014.

Example Interventions Include:

- A web-based application that has a mental health screening tool and can be readily accessed by the staff at QCare
- A mental health education campaign comprised of flyers, pamphlets and posters with a marketing strategy that focuses on the community at large



*****Limitations*****

- *Cannot include physical space expansion*
- *Cannot include the hiring of new staff*

This year our collaborating organization is the Family Practice and Counseling Network. It has agreed to pilot the winning solution at its Convenient Care Clinic, [QCare](#), in northeast Philadelphia (*so long as the solution meets their needs*). The Scattergood Foundation is supporting this effort by crowd-funding the Design Challenge on the website *Indiegogo*. All funds raised will go to the efforts of the Family Practice and Counseling Network to expand mental health at QCare.

Award:

The winning solution will be considered for implementation at QCare, the first retail clinic in North Philadelphia. QCare is operated by Family Practice and Counseling Network.

The winning solution is a critical piece of the integration of mental health with physical health interventions in retail clinics and in health care overall.

Additionally, the Scattergood Behavioral Health Foundation has started a crowd-funding page on the website, *Indiegogo*, to support the funding for mental health care at QCare.

**** The Scattergood Foundation has agreed to match \$1 for every \$1 raised through the *Indiegogo* crowd-funding website (up to \$2,500) ** Spread the word to other interested parties!**

Timeline and Important Dates:

Application period opens	1/13/14
Crowdfunding period begins	1/13/14
Final deadline for submissions	3/2/14 at 11:59 PM
Final deadline for crowdfunding	3/2/14 at 11:59 PM
All ideas that meet selection criteria posted online	Until 3/2/14
Public comments and votes online to select finalists	3/5/14 to 03/19/14
Finalists announced	3/20/14
Judging committee reviews the finalists and select winner	3/20/14 to 3/28/14
Winner announced	3/31/14
The winner, the partnering organizations, and the Foundation collaborate on the implementation plan	4/14/14 to 5/14/14
Implementation of the winning idea	5/14/14

Eligibility:

Any individual, or organization, is eligible to submit an idea.

*Must provide the following information (*all information is private):*

- Name, Year of Birth, Email, Phone, City, State, Industry, Organization (please specify if not affiliated with an organization), Title, Social Media accounts (if applicable)

Criteria:

An expert committee of judges will select the most promising idea using the following selection criteria:

- Impact: How the outcome of your idea might affect the population.
- Readiness: Would your intervention be able to be implemented by May 14th, 2014?
- Feasibility: The likelihood of the program being put into action.
- Sustainability: The capability of it being maintained over time.
- Evaluation: How will this intervention be measured

Judging Process

1. Submissions will be posted on the Scattergood website for a public review and comment period.
2. The top 3 finalists will be selected by looking at a combination of:
 - The total number of public votes a submission receives during the online public voting period;
 - The number and quality of public comments;
 - How well the challenge criteria are met.
3. The finalists should be prepared to submit additional information if requested.
4. The committee will vote to select the winner based on the selection criteria.

Expert Committee of Judges

- Joe Pyle, MA, Thomas Scattergood Foundation
- Dennis Gallagher, MPP, Drexel University School of Public Health
- Donna Torissi, MSN, Family Practice and Counseling Network
- David Shern, MD, Mental Health America
- Cyndi Baum-Baicker, Thomas Scattergood Foundation
- Samantha Matlin, Department of Behavioral Health
- Joseph Schatz, CHESPenn
- Drexel School of Public Health and Scattergood Foundation Graduate Student Collaborators

How to Apply:

1. Visit this link: www.scattergoodfoundation.org/design-challenge
2. Create an account and login through the Scattergood Foundation website
3. Visit and complete the online submission form in which you will provide information about your organization and answer questions about yourself and your idea, including:
 - a. Idea Title

- b. Applicant Information
- c. Organization Information
- d. Idea Description
 - i. Intervention Description
 - ii. Impact
 - iii. Readiness
 - iv. Feasibility
 - v. Sustainability
 - vi. Evaluation
 - vii. Supporting Materials (e.g., educational materials, photos, videos, web links, etc.)

Submission Questions/Fields

1. Intervention Description

- a. Provide the name of the intervention.
- b. In 115 characters or less, please briefly describe the intervention.
- c. Provide an overall description of the intervention. Please note that services (1) cannot include the hiring of new staff and (2) cannot include the expansion of building space. (150 words or less)
- d. Describe the target audience for this intervention.
- e. Is the proposed intervention your original idea? If *no*, please provide citations and/or web links as relevant.

2. Impact

Describe the impact this intervention will have on the mental health of your target audience. (300 words or less)

3. Readiness

Will the intervention be ready for implementation by May 14th? Or does it need further development? If so, what is the amount of time necessary for complete development? (300 words or less.)

4. Feasibility

Please describe how feasible it will be to implement this intervention at the QCare Clinic. Please highlight the cost of financial resources and staff hours (300 words or less).

****Note: Budget does not have to be itemized but should include an estimate of staff hours and materials.*

5. Sustainability

Please highlight the ways in which the Family Practice and Counseling Network and the Scattergood Foundation can sustain this intervention in the future. Also describe how marketing tools, including social media, can be used to engage the community in this intervention.

6. Evaluation

Please describe how this intervention could be measured.

7. Supporting Materials

Provide any supplemental documents or web links that are relevant to your proposal. This might include educational materials (posters, flyers, and pamphlets), written documents, photos, videos, or any other multimedia etc.

Frequent Asked Questions (FAQs):

Q: What is the Design Challenge Question?

A: Create an intervention that includes an education, access and/or service component for behavioral/mental health in a retail clinic. *Any intervention submitted must have the potential to be implemented by May 14th, 2014.*

Q: Who is eligible to submit an idea?

A: Any individual or organization.

Q: Where can I, or my organizations, submit an idea?

A: www.scattergoodfoundation.org/design-challenge

Q: When can I submit an idea and when is the deadline?

A: Submissions are accepted starting January 13, 2014 until March 2, 2013.

Q: How many ideas can I, or my organizations, submit?

A: The limit is one idea per individual or organization.

Q: Am I able to edit my idea after I submit it?

A: All submissions are final and editing is not possible.

Q: What selection criteria will the judges use to make their decision?

A: Each idea will be evaluated on how it addresses impact, readiness, feasibility, and sustainability.

Q: How do I know if I am a finalist or winner?

Participate Now! Your intervention could benefit your loved ones and others!

A: We will contact you directly to let you know if you are a finalist.

Q: What is the prize for the winning submission?

A: The winning idea will be considered for implementation at QCare, the first retail clinic in Northeast Philadelphia. Through the crowd-funded efforts of the Scattergood Foundation, the Family Practice and Counseling Network will be able to expand mental health care in their QCare clinic. The Scattergood Foundation has also agreed to match \$1 for every \$1 raised through *Indiegogo* (up to \$2,500)!

Q: If I have a question about my submission, where should I direct it?

A: There are two options. You can begin a discussion thread at www.scattergoodfoundation.org/design-challenge or you can email info@scattergoodfoundation.org

Other Information

Demographics of the Q Care Location (19129) as of 2011

Language:	93% English, 3% Spanish, 1.7% Asian language
Race:	55% White, 35% Black, 3% Hispanic, 3% Asian
Proportion of Impoverished Residents:	17.7% w/ income below poverty line; 6% w/ income below 50% of poverty level
Level of Education:	40% less than HS; 17% HS; 13% Bachelors; 8.6% Masters; 5% Professional Advanced Degree

QCare Clinic Utilization Rates as of December 2013

Visits per Month:	90 patient visits
Most Common Service Provided:	Acute Primary Care
Most Sought Referral:	Primary Care Physician
Average Time Spent at QCare Clinic:	30 Minutes

Pictures of QCare



QCare and FPCN signage on the exterior of Shoprite



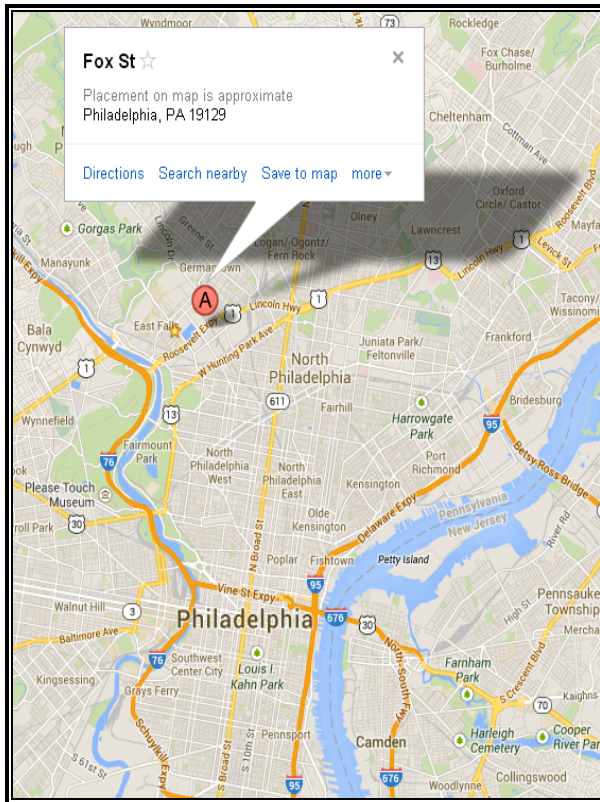
**QCare Sign
Inside Shoprite**



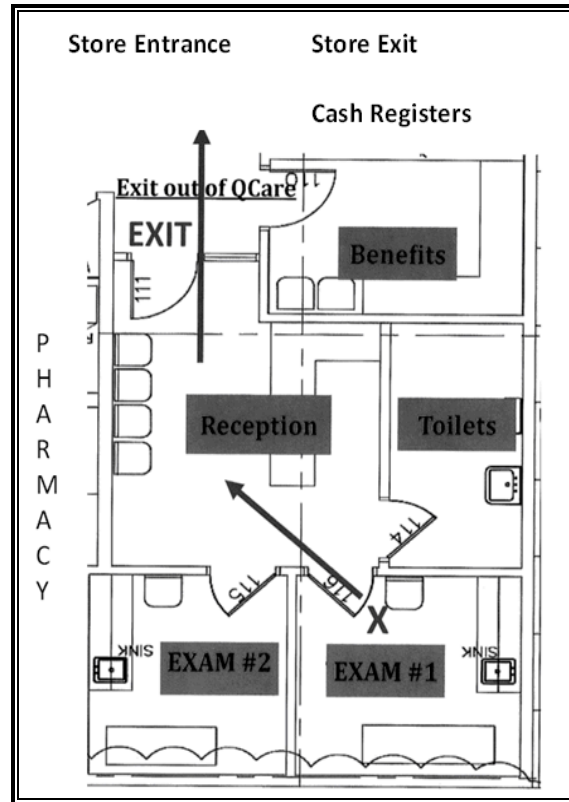
**Waiting Room and
Exam Rooms**



**QCare is next to the Pharmacy
Inside Shoprite**



**Sitemap of the participating
Retail Clinic: QCare**



Blueprint of QCare