

The AHRQ Evidence-Based Care (EBC) Challenge

Applying Evidence in NP/PA Retail Settings

- Frequently Asked Questions –

What is the AHRQ EBC Challenge?

The Agency for Healthcare Research and Quality (AHRQ) Evidence-Based Care (EBC) Challenge offers nurse practitioners (NPs) and physician assistants (PAs) providing convenience health care in retail settings the opportunity to translate existing AHRQ research reports into innovative, provider-friendly resources that can be easily adopted for use.

Who can participate?

NPs and PAs practicing in retail settings, researchers, students, retail health professionals—any and all are welcome so long as each team includes at least one NP or PA practicing at least part time in the retail setting. We ask that no team have more than 10 members.

What qualifies as a retail setting or retail clinic?

Retail clinics, also called convenient care clinics or in-store clinics, are small healthcare facilities embedded in a retail location, including drugstores, grocery stores and “big-box” retail stores. They are typically adjacent to a pharmacy. They are typically staffed by NPs and PAs and offer a focused range of primary care services, with an emphasis on acute, episodic care and preventive care. Retail Clinics offer care at convenient hours with no appointment (necessarily) needed.

I work in a retail setting. Can I devote my time at work to this project?

This is a matter to discuss directly with your employer, as it is up to their discretion whether participating employees can use time at work on this project or make it an “extra-curricular” activity. Teams should speak with their respective employers to coordinate the timing of their efforts.

Can students participate?

Yes! Students are strongly encouraged to join or initiate teams.

I want to participate, but I do not have a team. How can I join one?

Individuals can submit projects, but we highly encourage participants to form a team for greater collaboration. Team members can be from any discipline, so there are many

opportunities for partnership. If you are looking to join or team or be matched with another interested party, you can fill out this [brief questionnaire](#).

What's in it for me?

Not only will you have the pleasure of collaborating with your team to develop a resource that can help peers and colleagues practice evidence-based care, but there are great prizes too!

- The winning team will receive a \$7,500 "seed funding" award to implement their resource in a retail setting.
- The 2nd place team will receive \$1,000 to support travel for designated team members to attend a relevant conference.
- Two members of the 3rd place team will receive a one-year subscription to [UpToDate](#), an evidence based, peer reviewed information resource to inform point of care decisions.

All winners will be featured in an AcademyHealth press release, blog post, social media and, as feasible, relevant trade publications (e.g., [Drug Store News](#)).

Where does the prize money go?

Winning teams will receive the prize money and manage it at their discretion based on the prize they are awarded.

I work for a large organization or company. Can we brand the materials?

Yes, you may include a brand or logo on the resource if it ends up being used in an applied setting. However, for winning team(s), such branding cannot restrict the distribution or use of the resource by others. For more information, please see the terms and conditions on the AHRQ EBC Challenge website. <http://ebc-challenge.org>.

What are the judging criteria?

Submissions will be scored by an expert panel on a 100 point scale:

- Effectiveness (i.e., is the resource tailored to highlight and effectively communicate key content areas most relevant to NPs/PAs in retail settings?) – 40%
- Usefulness at point of care (i.e., can the resource be easily used by NPs and PAs at the point of care in the retail setting?) - 30%
- Scalability (i.e., can the resource be used by a larger target audience?) – 15%
- Creativity (i.e., is the resource intuitive and “catchy?”) - 10%
- Team composition (i.e., does the team represent a variety of disciplines?) Please note that each team must include at least one NP or PA with experience practicing in a retail setting, but should not exceed 10 members - 5%

Higher scores will be awarded to teams who think creatively about ways to communicate and display information, and consider how the resources they develop could support the use of best practices at the point of care. Teams also are encouraged to develop resources that are easily scalable, and accessible to a broad range of potential NP and PA users.

Who will judge submissions?

Submissions will be scored by an expert panel according to specified judging criteria (see above). The judging panel will be comprised of subject matter experts, thought leaders, and professionals familiar with the retail health care environment. Stay tuned for an announcement of the judges panel!

Can my team reference evidence reports other than the AHRQ Health Literacy, the Otitis Media, or Screening for Obesity in Children and Adolescents?

For purposes of this Challenge, teams may *only* reference the following evidence reports as the basis for their entries:

[AHRQ Health Literacy](#)

[Otitis Media](#)

[Screening for Obesity in Children and Adolescents](#)

How do I register?

To complete your team registration, please declare your Intent to Submit by filling out the online form found [here](#).

Can my team still enter to participate even after the Intent to Submit deadline (8/17/12) has passed?

Yes, but we encourage you to [**register your project**](#) early so that you have sufficient time to build a team and develop your resource for submission.

Can we add team members after registering a team?

Yes, feel free to add members even after the Intent to Submit deadline (8/17/12). We encourage all team members to be registered by October 1st, 2012 for full collaboration. To add additional members to your team, please email ebc_challenge@academyhealth.org.

How do I submit my team's final product?

Once your team is satisfied with the EBC resource, it is time for final submission. All final products *must* be e-mailed to: EBC_Challenge@academyhealth.org.

Please consider the technical instructions below before you submit your final product. You can submit one of two ways:

1. **Email Attachment.** We can accept via email the following supported attachments with a file size **not exceeding 30 megabytes**:
 - a. **Microsoft Office 2010 Suite** [limited to Word, Excel, & PowerPoint or compatible format(s)]
 - b. **Adobe Acrobat PDF**

2. **Email link.** If the planned product solution for submission **exceeds a file size of 30 megabytes** and is a supported format in guideline 1, the submitter must email the link to the hosted service for retrieval. Alternatively, if the planned product solution for submission is not a supported format in guideline 1, the submitter must email the link to the hosted solution which fully supports the operation of that product.

Where can I find more information about AHRQ EBC Challenge?

For more information please visit the [AHRQ EBC Challenge home page](#) or email EBC_Challenge@academyhealth.org