

# Addressing the Harms of Financialization in Healthcare

Research to Inform Advocacy and Action  
and Expand the Evidence Base

## Call for Proposals

Phase One (Concept Paper) Applicant Webinar

January 23, 2024



Robert Wood Johnson  
Foundation

# Speakers



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# Webinar Nuts and Bolts

## Q&A at the end of the short presentation

- To submit a question, type your question using the **Q&A function** at the bottom of the screen in the webinar system.
- Please note that we are unable to answer specific questions about concepts or ideas.

## Webinar is being recorded and will be shared

- A link to the presentation and slide deck will be available in the Resources section of your MyRWJF application or in the “Key Dates” section of the CFP website at [www.rwjf.org/cfp/FIN](http://www.rwjf.org/cfp/FIN).



# Webinar Overview

- **Background**
- **CFP Purpose**
- **Eligibility and Selection Criteria**
- **Key Elements of Concept Paper Application**
- **Timeline**
- **Q&A**

# Background

## RWJF Generational Goals

Healthy & Equitable Community  
Conditions

Economic Inclusion for Family  
Wellbeing

Equitable & Accountable Public Health  
& Healthcare Systems

## Transforming Health and Healthcare Systems (THHCS) contribution

### THHCS Vision:

Our transformed healthcare and public health systems are fair and just; treat all people with dignity and respect; rectify past harms; and prevent future ones

## THHCS Strategies

Healthcare Narrative  
Change

Anti Racist Policy &  
Resource Flows

Inclusive, Accountable  
Collective Leadership

Building Community  
Power

Public Health



# Motivation for Financialization Work

## NEED

- Power Building Grantees told us that **structural racism in healthcare must examine financialization**

## ACTION

- **Policy and Advocacy partners examine financialization** of healthcare as an expression of structural racism and racial capitalism

## RESULT

- **Identified needs for research examining the financialization** of healthcare as an expression of structural racism and racial capitalism.



# Scope of the Problem

## Problem

- Corporate ownership of physician practices
- Vertical Integration
- Private equity firms using tactics to cut costs and realize investor profits
- Non-profit hospitals functioning as financial entities

## Resulting In

- Increased prices and spending resulting from market consolidation and loopholes
- Patient care concerns
- Moral injury and burnout experienced by healthcare workers



# Research Agenda Priorities

- **Investing** in communities, organizations, and coalitions to press for stronger and bolder government rules, enforcement, and capacities to restrain and roll back financialization in healthcare.
- **Centering** human stories and using narratives to make the issue accessible.
- **Strengthening** the evidence base on how financialization benefits from, exploits, and sustains structural racism in healthcare.





# Background: Research Committee

## Research Committee

An expert, multidisciplinary Research Committee is guiding the project; their work is co-led by THHCS and RWJF Research Evaluation and Learning (REL) staff, together with the two consultants.

## Consultants

Two consultants are supporting the research and grantmaking strategies: Julia Greenberg and Amy Shefrin



# CFP Purpose and Focus

# Key Terms

## Financialization:

- "[T]he growing influence of financial markets, motives, institutions, and elites in our economy and society. This dynamic encompasses the expanding influence of financial actors — including commercial and investment banks, private equity (PE) firms, venture capital firms, and other types of investors — and a shift in the business of non-finance-related entities away from trade and commodity production toward new financial channels and maneuvers."

(Bruch, Roy, and Grogan in *The New England Journal of Medicine* 2024)



# Key Terms

## Structural Racism:

- “There is no “official” definition of structural racism — or of the closely related concepts of systemic and institutional racism — although multiple definitions have been offered. All definitions make clear that racism is not simply the result of private prejudices held by individuals, but is also produced and reproduced by laws, rules, and practices, sanctioned and even implemented by various levels of government, and embedded in the economic system as well as in cultural and societal norms. Confronting racism, therefore, requires not only changing individual attitudes, but also transforming and dismantling the policies and institutions that undergird the U.S. racial hierarchy.”

(Bailey, Feldman, and Bassett in *The New England Journal of Medicine* 2021)



# Purpose

## Exploring Financialization and Structural Racism

- Projects that explore the mutually reinforcing issues of financialization and structural racism in the U.S. healthcare system; that use racial justice as an entry point and/or lens; and community-engaged work that fosters new partnerships and allies among researchers and advocates.

## Countering Harms of Financialization

- Actionable research that helps counter the harms of financialization in the healthcare system.

## Advocacy and Opportunities

- Research projects that bolster existing or emerging advocacy campaigns and organizing efforts; build on opportunities afforded by the political and social landscape; and produce timely and useful information for use by advocates, community organizers, policymakers, and other decision-makers.



# Funding

- \$1.2 million available
- Project funding between \$100,000 and \$300,000
- Proposed budget should be appropriate to the scope of work
- Projects should be 12-18 months in duration



# Three Priority Topic Areas

## Policy and Systems

- Research to help government, communities, organizations, and coalitions advance stronger government rules, enforcement, and capacities to restrain the harms of financialization in healthcare

## Narratives and Storytelling

- Research to make the issue more accessible by centering human stories and using narratives

## Financialization and Structural Racism

- Strengthen the evidence base on how financialization may exploit and sustain structural racism in healthcare

15 **NOTE: Your proposed research project MUST fall into one of the three priority topic areas. (We understand that topic areas are not mutually exclusive and will likely overlap.)**



# Types of Research Projects

- We encourage an expansive definition of “research” for purposes of these grants and welcome new ideas, partners, and approaches to this work.

## **Illustrative examples:**

- Research on workforce impact and effects of labor monopoly in communities with heavily financialized healthcare systems, particularly communities impacted by structural racism, including qualitative research to give evidence to the workforce experience.
- Projects that engage voices not yet heard by decision makers and policymakers to elevate counter-narratives and engage new partners/voices of those most impacted.





# What We Won't Fund Under this CFP

- Direct service
- Direct lobbying
- Planning grants without research activities
  - Planning can be a component of your grant but related research activities must also take place during the grant period
- Please limit submissions as the lead organization to one application



# Two Phase Process

## Concept Paper

- Up to 3-page concept paper describing the project
- Amount of money requested
- Resume, CV or biosketch of key personnel
- Required sections and questions within the MyRWJF application system

## Full Proposal (by invitation)

- Up to 10-page detailed proposal narrative
- Budget and budget narrative
- Timeline with key milestones
- Required sections and questions within the MyRWJF application system



# Concept Paper Elements

**Concept papers should be 2-3 pages and include:**

- Description of the research project, including:
  - Statement of purpose
  - Rationale for the project
  - Potential to generate timely and useful information
  - Relevant experience of applicant and partners
  - Intersection between structural racism and financialization
  
- Grant amount requested
  
- Biosketches for key personnel are required and should be uploaded at application submission.



# Eligibility

## **Must be an organization**

RWJF does not make grants to individuals

## **Must be based on the U.S. and its territories**

The proposed project must take place in the U.S.

## **Government agencies not eligible as lead, can be partner**

Exception: public universities are eligible to apply as lead

## **NOT required to be a 501(c)(3)**

Can be academic institution, advocacy organization, for-profit, but not a (c)(4).

## **Encourage partnerships, though not required**



# Timeline

KEY ACTIVITIES	KEY DATES
Concept Paper submission deadline	<b>February 12, 2024 at 3:00 pm ET</b>
Invitations to submit a full proposal (select applicants)	March 8, 2024
Full Proposal submission deadline	April 8, 2024 at 3:00 pm ET
Finalist Notifications	Mid-May
Anticipated Grant Award Start Date	July 15, 2024



# MyRWJF application system

- [Home](#)
- [Resources](#)
- [Invite Contributors](#)
- [Cancel My Concept Paper](#)

Visit the Resources section for additional assistance

**Notice:**  
The program will host an optional applicant webinar on January 23, 2024 at 1:30 p.m. ET. Registration [See More](#)

**Instruction:**  
Welcome to the RWJF online proposal submission system. [See More](#)

Expand these notification boxes for updates and additional instructions

Deadline: Feb 12, 2024 03:00 PM ET  
21 days remaining Submit

When all sections are complete, you will be able to select the 'submit' button

Status	Section	Description
<input type="radio"/>	<a href="#">Eligibility Criteria</a>	Review the eligibility criteria and indicate whether the applicant meets these conditions.
<input type="radio"/>	<a href="#">Applicant Organization</a>	Provide information specific to the applicant organization.
<input type="radio"/>	<a href="#">Key Contacts</a>	Provide contact information for key project members.
<input type="radio"/>	<a href="#">Project Title and Summary</a>	Provide project title and summary information for the proposed project.
<input type="radio"/>	<a href="#">Project Questions</a>	
<input type="radio"/>	<a href="#">Demographics</a>	Enter organizational demographics data.
<input type="radio"/>	<a href="#">Concept Paper</a>	Provide a concept paper for your project.
<input type="radio"/>	<a href="#">Supporting Documents</a>	Provide supporting documents for your proposal.

Information about your organization, including key contacts

Project title, summary and related project questions

Information on your organization's demographics

Upload concept paper

Upload resume, CV or biosketch of up to three key personnel

# Tips for Submission

**Proposals are due on February 12 at 3 pm EST.**

**NOTE: All concept papers must be submitted through the [My.RWJF.org](https://my.rwjf.org) system.**

**RWJF will not accept late proposals.** See Applicant Deadline Policy in the online system.

**To avoid a late proposal, please note:**

- We do not recommend working outside of the Application & Review System.
- The system will allow you to keep working after 3 pm EST, but it will not save any work after this time.
- We will not accept proposals submitted at 3 pm in another time zone.
- Reach out to [fin@rwjf.org](mailto:fin@rwjf.org) or [csalinger@rwjf.org](mailto:csalinger@rwjf.org) for assistance with the MyRWJF system.

**Note: We cannot guarantee a timely response for issues that arise on the deadline date, so please plan accordingly.**

# Questions

- Submit questions via the Q&A box.
- Questions not addressed on this webinar will be addressed in the Program-specific FAQs found in the Resources section of your application at [my.rwjf.org](https://my.rwjf.org) and on the CFP webpage at [www.rwjf.org/cfp/FIN](https://www.rwjf.org/cfp/FIN).
- Additional Questions: Please review the CFP, FAQs documents, RWJF Advocacy and Lobbying Guidelines, and Budget Preparation Guidelines. If your question is still not answered, email [fin@rwjf.org](mailto:fin@rwjf.org).



Thank you!

*Please send additional questions to [fin@rwjf.org](mailto:fin@rwjf.org).*