

## 2017 Call For Proposals

Proposal Deadline: January 31, 2018 (3 p.m. ET)



Robert Wood Johnson Foundation

# Flip the Clinic

## BACKGROUND

Flip the Clinic is a project of the Robert Wood Johnson Foundation, developed in conjunction with Reos US Inc., a social innovation consultancy firm (“**Reos**”). Flip the Clinic helps patients and health care practitioners create simple, inexpensive changes within the health care system that aim to improve the clinician or patient experience.

Flip the Clinic is focused on the human aspects of the health care experience. Today, Flip the Clinic is a place for open experimentation. It is where people come together to transform the health care experience, inside and outside the clinic. Flip the Clinic is a place to share ideas and take action.

As entrepreneur-in-residence at the Foundation in 2013, health journalist, science writer, and entrepreneur Thomas Goetz was inspired by Sal Khan’s model of Flip the Classroom and had an idea to transform the medical visit. That idea became Flip the Clinic.

Over the course of four years, the Flip the Clinic team created a host of intriguing [materials](#) and sparked [interest](#) across the country, particularly among people trying to improve the human experience in health care. Now that this project is complete, the Foundation’s funding has ended. To provide an opportunity for this idea and the robust materials associated with it to find a new life, the Foundation is looking for an organization to receive the Foundation’s rights to this body of work.

*This offering is for rights to intellectual property only. The Foundation will not be awarding any funds in connection with this call for proposals.*

## PURPOSE

To identify an organization that will take the promising Flip the Clinic idea—and the rich array of assets and materials developed by the Flip the Clinic team—and use them to dramatically improve the clinical experience of both health professionals and patients. From 2013 through 2017, pursuant to a series of contracts totaling approximately \$2.75 million, the Foundation funded the development of Flip the Clinic (collectively, the “**Development Contracts**”).

If this call for proposals is successful, the Foundation will transfer to the selected organization the Foundation’s rights to intellectual property developed under those contracts and certain other rights under the Development Contracts. Prospective applicants should note that the Foundation’s rights to the Flip the Clinic intellectual property varies (i.e., copyright interests in some instances vs. license rights in others) and that not all intellectual property developed under the Development Contracts will be transferred (e.g., videos of meetings at the Foundation) (collectively, “**Excluded Assets**”).

A summary list of the intellectual property developed under the Development Contracts, and in which the Foundation has rights that are expected to be transferred to the winning organization, if any, is attached.

## AWARD

If this call for proposals is successful, the Foundation will transfer to the selected organization the Foundation’s rights to the intellectual property developed under the Development Contracts (other than to the Excluded Assets) and certain other rights under those agreements.

## **2017 Call For Proposals**

Proposal Deadline: January 31, 2018 (3 p.m. ET)

Depending upon the nature of the winning proposal, the Foundation may retain certain rights under the Development Contracts or to the intellectual property developed under those agreements. In addition, certain of the materials to be transferred (e.g., Flip the Clinic website) will require revisions before they may be used by the winning organization. Whether those revisions will be made before or after transfer, and whether those revisions will be funded by the Foundation or be the responsibility of the winning organization, has not yet been determined.

### **ELIGIBILITY CRITERIA**

Applicant organizations must be based in the United States or its territories and may be either public entities, nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code, or for-profit entities; provided that, the Foundation may give preference to applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations or Type III supporting organizations. Awards will be made to organizations, not to individuals.

Prospective applicants should be aware that the Reos team that developed Flip the Clinic with the Foundation is eligible to apply under this call for proposals. Reos' role in developing Flip the Clinic does not provide it with an advantage in terms of which organization, if any, the Foundation might select under this call for proposals, but that experience does provide Reos with greater familiarity regarding Flip the Clinic and its potential uses.

### **SELECTION CRITERIA**

Applications will be judged based on the extent to which they successfully present and articulate compelling, credible, concrete plans to:

- Use the Flip the Clinic assets and materials;
- Advance charitable purposes;
- Secure funding that might sustain use of the Flip the Clinic assets and materials;
- Collaborate and work with other entities and partners in the use of Flip the Clinic assets and materials;  
and
- Deploy and use the Flip the Clinic assets and materials in ready clinical settings.

### **SELECTION PROCESS**

- The Foundation will take written applications via the link below until January 31, 2018 at 3 p.m. ET.
- The Foundation will review submitted applications, review all that pass eligibility criteria and make a decision based on stated Selection Criteria above by March 1, 2018.
- Foundation counsel will work with the winning organization's legal counsel to document the transfer of the Flip the Clinic assets and materials and related rights under the Development Contracts following the selection of the winning organization.

## 2017 Call For Proposals

Proposal Deadline: January 31, 2018 (3 p.m. ET)

### HOW TO APPLY

- Use this link to [apply](#).
- The deadline for all applications is January 31, 2018 at 3 p.m. ET.

### Flip the Clinic Assets and Materials

- “Flip the Clinic” name
- Website (<http://fliptheclinic.org/>) and content included on the website, including, but not limited to:
  - Artwork
  - Animations and videos
  - Blog
  - Specific “flip” ideas (<http://fliptheclinic.org/flips/>)

It is expected that post-transfer, the winning organization will provide the individuals and organizations that submitted “flip” ideas with notice (via the Flip the Clinic website) and an opportunity to have their idea removed from the website.

- Playbook (<http://fliptheclinic.org/playbook/>)

For the content on pages 47, 48, 63, 64, 113, 119, and 120 of the Playbook, the winning organization will receive nonexclusive license rights to use that content as part of the Playbook.

- Summit notebook

For the content on pages 14, 15, 17, 18, 19, 21, and 22 of the notebook, the winning organization will receive nonexclusive license rights to use that content as part of the notebook.

- Flip the Clinic social media accounts
- Various tangible meeting and artwork physical set pieces (e.g., posters, banners, other miscellaneous artifacts)
- Various printed meeting materials
- Certain rights under the Development Contracts and the subcontracts issued with respect thereto

## 2017 Call For Proposals

Proposal Deadline: January 31, 2018 (3 p.m. ET)

---

### ABOUT THE ROBERT WOOD JOHNSON FOUNDATION



Robert Wood Johnson Foundation

For more than 40 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are working with others to build a national Culture of Health, enabling everyone in America to live longer, healthier lives. For more information, visit [www.rwjf.org](http://www.rwjf.org). Follow the Foundation on Twitter at [www.rwjf.org/twitter](https://twitter.com/rwjf) or on Facebook at [www.rwjf.org/facebook](https://www.facebook.com/rwjf).

50 College Road East  
Princeton, NJ 08540-6614  
[www.rwjf.org](http://www.rwjf.org)