

# Q&A Follow-Up for the Rural Health Innovation Challenge (RHIC)

*Updated as of 5/13/2024*

- Where can I find out more information about the RHIC?
  - Website page: [Rural Health Innovation Challenge](#)
    - See [sponsorship information](#)
    - See [idea submission information](#)
  - [Powerpoint Presentation link](#) from May 13th TA session
- Will the Q&A session be recorded?
  - View Recording of May 13th TA session [here](#)
- Why is the RHIC important?
  - Public Health Institute of Oklahoma and the OSU Center for Health Systems Innovation have invited sponsors to help incentivize community voice with innovative ideas and increase implementation of the OK State Health Improvement Plan and Health Equity Plan. Many state plans collect dust on a bookshelf....this seed-funding will increase engagement and implementation.
  - To find out more information about the OK State Health Improvement Plan (2023-2028): <https://oklahoma.gov/health/ship.html> and the OSDH Office of Minority Health - State Health Equity Plan: <https://drive.google.com/file/d/1Kualh-y3JqKokB94razrYo5GofP01IRV/view?usp=sharing>
  - Rural Health Innovation Challenge will promote ideas of participatory budgeting, community-voice inclusion, and storytelling, especially with populations experiencing health disparities
- What is the RHIC?
  - An opportunity to showcase your innovative idea that addresses a rural health-focused challenge to funders statewide
  - Incentivize local implementation of the [OK State Health Improvement Plan \(2023-2028\)](#) and [Health Equity Plan](#)
  - Your organization [submits an innovative idea](#) online **before May 31st**
  - If invited, your team competes for funding at an in person event on June 20th in Tulsa
  - Aim is to unlock the innovative potential of frontline rural health providers and improvement agents by awarding the best ideas with seed-funding
  - Connect ideas with potential funders and resources to expand idea
- Additionally, is this funding just for new innovative projects or can it also be used toward existing innovative projects.

- New and established innovation projects are eligible to submit a RHIC proposal. Funding supports innovative **enhancements** and provides **seed-funding** to new and established programs, projects, or initiatives. RHIC funding cannot be used to extend existing program activities otherwise funded through another avenue. If you have an established program, you must propose an enhancement to your existing innovation to be considered.
- What will the range of prizes be?

Grand Prize is at least \$10,000  
other winners will range from \$1000 - \$5000

- What is the timeline?

## Timeline for Rural Health Innovation Challenge

March & April 2024: Promotion & Fundraising

April 4, 2024: Announcement of 2024 RHIC

April- May 31, 2024: Sponsorships

April, May, June: Innovation Development

May 3, 2024: Submission Platform Opened

May 13, 2024: Innovation Assistance Session via Zoom, 2-3:30 pm

May 31, 2024: Submission Materials Due








June 6, 2024: RHIC Invitations Announced

June 10, 2024: Judges Training Session

June 20, 2024: Innovation Challenge

- What happens on June 20th?

### What happens on June 20<sup>th</sup>?

-  The morning includes a short innovation skills training followed by team activities.
-  Lunch includes dynamic speakers about what's next for rural health.
-  The afternoon is when the First Round of Innovation Challenge pitches will be presented, by category
-  First Round judging will occur and those advancing to the final round will be announced.
-  Final Round Innovation Pitches will be presented
-  Final Round judging will occur and Grand Prize(s) will be awarded.
-  Hospitality will be provided, at minimum all attendees will be provided lunch, at no-cost

- What should the Innovation Pitch cover?
  - Prepare a presentation that lasts no more than 7 minutes. There will be 3 more minutes for Q&A
  - Introduction, state the problem, share your solution, business plan, community resources, and conclusion

# What should your Innovation Pitch cover?

	Presentation Components
<b>Presentation</b>	<b>1. Introduction</b> <b>Quickly</b> Introduce your team Introduce your idea
<b>Need</b>	<b>1. State the Problem. (Briefly! Give more time to tell about solution than the problem)</b> <b>Quickly state</b> the problem your team is trying to solve? What is the need this problem creates
<b>Potential Impact of Solution</b>	<b>1. State the Solution.</b> What is your solution? Give us a little background on what the product/solution/program does. "This program will give x number of people in our community y" <b>Provide a Product/Solution analysis.</b> How does your solution work? Give us some details of how exactly the solution would work, how it would operationalize and how you developed the idea. Why did you think of this?

# What should your Innovation Pitch cover?

<b>Business Plan</b>	<b>1. Describe the Targets for the solution.</b> Who in your community needs the solution? How many people are affected by your problem? How many could your solution impact? <b>Pitch a Business plan – How will you operationalize this solution?</b> What is the budget for your program? Who is responsible for executing the plan? Do you see that this a one-time investment or is it sustainable and for how long? Does your solution create savings? Where? Who are other community collaborators?
<b>Community Resource Impact</b>	<b>1. Community Resources?</b> Is this a unique approach to solving your problem? Has it worked other places? How does this improve, enhance current community resources?
<b>Conclusion</b>	<b>1. End with a Motivating Conclusion.</b> Drive your point home and close the presentation. Don't forget to effectively answer any questions the judges or audience might have.

- What happens after June 20th?

## What happens after June 20<sup>th</sup>?

- Challenge Category Winners (those participating in the Final Round)
  - 6-month & 12-month progress report (online)
  - Photos, stories, community impact narrative
    - All information will be hosted on the PHIO website, showcasing your rural innovation
- Opportunities to participate in monthly discussions on community challenges & continuation of Reverse Pitch opportunities
- Quarterly opportunities to meet with Presenting Sponsors & Innovation Champion Sponsors for Technical Assistance and implementation assistance
- All other awardees
  - 6-month progress report (online)
  - 12-month final report
    - Both are condensed versions from the Challenge Category Winners
  - Photos, stories, community impact narrative
    - All information will be hosted on the PHIO website, showcasing your rural innovation
- Opportunities to participate in monthly discussions on community challenges & continuation of Reverse Pitch opportunities

## Meeting Notes from the Chat on 5/13:

14:00:33 From Adrienne Elder, PHIO to Everyone:

Welcome everyone!

2024 Rural Health Innovation Challenge - Technical Assistance meeting

<https://publichealthok.org/rural-health-innovation-challenge/>

14:01:23 From Adrienne Elder, PHIO to Everyone:

Please add your name, org and email into the chat

14:01:52 From Adrienne Elder, PHIO to Everyone:

Adrienne Elder

Public Health Institute of Oklahoma

[adrienne@publichealthok.org](mailto:adrienne@publichealthok.org)

14:02:26 From Adrienne Elder, PHIO to Everyone:

Welcome everyone to the

2024 Rural Health Innovation Challenge!

<https://publichealthok.org/rural-health-innovation-challenge/>

14:02:37 From Adrienne Elder, PHIO to Everyone:

Please add your name, org and email into the chat

14:03:33 From Adrienne Elder, PHIO to Everyone:

Yay sponsors! If your organization would like to sponsor, there is still time!

<https://publichealthok.org/rhic-sponsorship-information/>

14:03:47 From Todd O'Neal to Everyone:

Todd O'Neal Southern Oklahoma Development Association, Mobility Navigator  
[toneal@soda-ok.org](mailto:toneal@soda-ok.org)

14:04:20 From Amber Costilla to Everyone:

Amber Costilla Panhandle Cares Association [amber@publichealthok.org](mailto:amber@publichealthok.org)

14:04:39 From PHIO - Public Health Inst. of OK to Everyone:

Glad to have you! Jill Hazeldine, Public Health Institute of Oklahoma,  
[jill@publichealthok.org](mailto:jill@publichealthok.org)

14:04:54 From Kim Whaley to Everyone:

Kim Whaley, Exec Director Pathways to a Healthier You. CHIO in SW Oklahoma.

14:05:51 From Adrienne Elder, PHIO to Everyone:

For more information, please visit the RHIC website:

<https://publichealthok.org/rural-health-innovation-challenge/>

14:07:32 From PHIO - Public Health Inst. of OK to Everyone:

To learn more about our CHIO's or becoming a CHIO:  
<https://publichealthok.org/county-health-improvement-organizations/>

14:10:21 From Adrienne Elder, PHIO to Everyone:

CHIOs also invited to apply!

Connecting communities to health improvement opportunities!

<https://publichealthok.org/county-health-improvement-organizations/>

14:10:53 From Adrienne Elder, PHIO to Everyone:

RHIC awardee example:

Handle With Care OK

<https://handlewithcareok.org/>

14:12:02 From Adrienne Elder, PHIO to Everyone:

RHIC aligns and incentivizes implementation of the Oklahoma State Health Improvement Plan and Health Equity Plan:

<https://oklahoma.gov/health/ship.html>

and

<https://oklahoma.gov/health/health-education/community-outreach/community-development-services/minority-health-and-health-equity/health-equity.html>

14:21:41 From Adrienne Elder, PHIO to Everyone:

Cash awards will range from \$1000-\$10,000

14:22:16 From Dennie Christian to Everyone:

Dennie Christian, Shortgrass Community Health Center,

14:22:24 From Dennie Christian to Everyone:

[dchristian@shortgrasschc.com](mailto:dchristian@shortgrasschc.com)

14:27:52 From Adrienne Elder, PHIO to Everyone:

We are excited to build on this momentum of community ideas and continue to connect to health improvement opportunities and resources.

14:28:35 From PHIO - Public Health Inst. of OK to Everyone:

What Reverse Pitch would you like to pose? What needs or challenges does your community have to share at the RHIC seeking ideas for solutions? Share them here today, or email them to [laura@publichealthok.org](mailto:laura@publichealthok.org) , and at the RHIC event June 20th!

14:32:47 From Adrienne Elder, PHIO to Everyone:

Two concepts:

1) reverse pitch question: this is a community challenge that you do not have a solution. You are posing this question to a group of innovators and funders that could help you.

2) innovative idea solution: this is a solution that you have to a community challenge.

This will create great dialogue and interactive activity on June 20th!

14:34:37 From Adrienne Elder, PHIO to Everyone:

Great clarification Leigh!

14:36:27 From Adrienne Elder, PHIO to Everyone:

Submit reverse pitch questions via email to [Laura@publichealthok.org](mailto:Laura@publichealthok.org)

Submit innovative ideas online:

<https://publichealthok.org/rural-health-innovation-challenge-submission-information/>

14:36:51 From PHIO - Public Health Inst. of OK to Everyone:

Question via email: Does our organization need to submit a W9 if awarded funds? Yes : )

14:36:53 From Adrienne Elder, PHIO to Everyone:

All the info is on the website:

<https://publichealthok.org/rural-health-innovation-challenge/>

14:38:26 From Adrienne Elder, PHIO to Everyone:

up to 20 teams will be invited to attend June 20th in person.

14:38:34 From PHIO - Public Health Inst. of OK to Everyone:

Another question for clarification, can you attend if you are not a sponsor or invited to present?

14:39:51 From Adrienne Elder, PHIO to Everyone:

RHIC Overview

<https://publichealthok.org/rural-health-innovation-challenge/>

14:39:55 From PHIO - Public Health Inst. of OK to Everyone:

Thank you for clarifying! Getting great questions!

14:40:05 From Adrienne Elder, PHIO to Everyone:

RHIC Sponsorship

<https://publichealthok.org/rhic-sponsorship-information/>

14:40:31 From Adrienne Elder, PHIO to Everyone:

RHIC Innovative Idea Submission before May 31

<https://publichealthok.org/rural-health-innovation-challenge-submission-information/>

14:40:58 From Adrienne Elder, PHIO to Everyone:

Timeline:

14:41:08 From Kim Whaley to Everyone:

Exciting!

14:41:11 From Kim Whaley to Everyone:

Thank you!

- feel free to sign up for more RHIC information

<https://publichealthok.us16.list-manage.com/subscribe?u=3dbf8a863922a0a7c92a1aa6c&id=e45ca5f312>