



Division of Health Care Finance

KDHE-DHCF Grant Request for Application (RFA)

PACE Outreach and Engagement ARPA 9817 Project

Division of Health Care Finance

Release Date: August 1, 2024

Submission Deadline: August 30, 2024

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1. Overview

The Kansas Department of Health and Environment – Division of Health Care Finance (KDHE-DHCF) will accept Requests for Applications (RFA) from Program of All-Inclusive Care for the Elderly (PACE) providers interested in a one-time American Rescue Plan Act (ARPA) Section 9817 grant. This grant will provide funding for informational outreach activities to support PACE awareness in counties with new or established PACE services.

2. Background

On March 11, 2021, President Biden signed into law the ARPA. Section 9817 provides enhanced federal funding for Medicaid Home and Community-Based Services (HCBS) through a one-year, 10 percent increase in federal Medicaid funding. This one-year increase in federal matching funds has resulted in new, time-limited dollars that can be strategically invested to strengthen and expand HCBS and other long-term services and support Kansas through March 2025.

Kansas has three PACE providers: Midland Care, BlueStem and Ascension Living HOPE. They operate in select service areas and serve approximately 987 PACE participants. Since 2020, an average of 167 new participants have enrolled in PACE each year. Since 2022, the Kansas Department for Aging and Disability Services (KDADS) has been working with Midland Care to expand its service area to include three additional eastern Kansas counties (Miami, Franklin, and Johnson). Considering the anticipated PACE expansion, the Medicaid program and Kansas legislators see the need for informational outreach to inform potential PACE enrollees of this community-based service option.

3. Statement of Purpose

This grant aims to increase awareness and knowledge of PACE, a healthcare service for individuals aged 55 and over eligible for nursing home care. PACE helps seniors remain in their homes by offering various services, including medical care, prescription drugs, transportation, and other support services. This grant will fund outreach efforts to inform potential enrollees and stakeholders about PACE benefits.

4. Objectives

This grant aims to:

- Market PACE to potential members for increased enrollment.
- Promote provider understanding of the program to generate more referrals.
- Develop and distribute promotional material for PACE services while following the marketing guidelines established by [CMS for PACE organizations](#).
- Develop reusable outreach materials and events to reduce marketing costs.

5. Eligibility

Applicants must:

- Be PACE providers currently operating in Kansas or those approved for expansion into new service areas in the state.
- Be in good standing with CMS and demonstrate the ability to conduct effective informational outreach activities that align with the goals of the PACE program.
- If the entity is an existing PACE organization, the applicant must have completed the Centers for Medicare & Medicaid Services (CMS) initial trial audit and must have implemented any plans of correction to the satisfaction of CMS and the State Administering Agency (SAA).

- Possess and submit a current Certificate of Tax Clearance from the [Kansas Department of Revenue \(KDOR\)](#).

6. Award and Term

The grant period is from October 1, 2024 through December 31, 2025. Grantees will receive a one-time award without renewal. KDHE-DHCF will award up to \$1 million in ARPA funding to PACE providers in Kansas. Each application will be evaluated individually, and awards will be made based on the feasibility of proposed plans and strategies to achieve the award's goals.

7. Funding

Grant funds may be used for:

- Development and dissemination of education and promotional content and materials for new and expanding PACE services in various formats.
- Advertisement utilizing various media formats to reach a broader audience.
- Hosting outreach activities and events for community partners, providers, and potential members.

Grant funds may not be used for:

- Supporting institutional settings.
- Room and board expenses.
- Restricted activities referenced in the [State Medicaid Directors Letter](#).

8. Reporting Requirements

Grantees are required to submit regular reports throughout the funding period. Below is a breakdown of the reporting expectations.

Monthly Financial Report

Grantees must submit a monthly financial report for payment by the 20th of each month. The report should follow the format provided by KDHE-DHCF and include invoices for all expenses. The requested amounts should align with the budget outlined in the grant application. Any changes to the approved budget will necessitate submitting a revised budget and requesting an amendment to the grant. Retain invoices and financial records related to grant expenditures for audit purposes. All travel and expenses related to grant activities must comply with the standards outlined in the [State of Kansas Travel Handbook](#).

Monthly Grant Activity Report

Grantees must submit a monthly grant activity report by the 20th of each month, detailing the work completed to achieve the grant's specified objectives.

9. Application Process

Question and Response Period

Questions must be emailed to [Amy Gajda](#) by **August 16, 2024**. Responses will be posted on the [KanCare Website](#) by **August 23, 2024, at 5 p.m.**

Application Submission

Submit a combined PDF application by email to [Amy Gajda](#) by **August 30, 2024, at 5 p.m.** Late applications and those submitted via fax will not be accepted.

10. Review and Selection Process

Applications will be evaluated by a review team for clarity, feasibility, and alignment with program requirements. The review team will use the following scoring system:

APPLICATION COMPONENTS	POINTS POSSIBLE
Cover Page	5
Section 1: Program Narrative	70
Section 2: Sustainability Plan	10
Section 3: Budget and Budget Narrative	15
TOTAL POINTS	100

11. Application Guidelines and Narrative

Application Format

Ensure the following application formatting standards are met:

- Typed or word-processed using a 12-point standard font (Arial, Times New Roman or Verdana).
- Use black font on white paper with 1-inch margins.
- Include a header or footer on each page with the organization's name and the page number.
- Additional pages may be included if necessary.

Application Components

Submit all required information in the order outlined below in a single PDF document. Incomplete submissions may impact scoring.

Cover Page (5 points)

Include the following:

- Organization name
- Address, including city, state, and zip code
- Telephone number
- Valid business email address
- Facebook and/or website address
- Federal Employer Identification Number (FEIN or EIN)
- Name and title of contact person
- Telephone number of contact person
- Total requested funds for FY2024
- List of the names and signatures of all involved in developing this proposal.

Section 1: Program Narrative (70 Points)

Provide information on:

- Timeline, work plan and costs for grant deliverables.

- Project proposal for enhancing PACE services' marketability to eligible individuals and community partners.
- Current and future promotion of PACE services, highlighting how the grant would improve outreach efforts and address past challenges.
- Staffing plan to ensure continuity and reporting in the executive director's absence.
- Strategies for community engagement and education about PACE benefits.
- Plan to establish a secure, inclusive environment for the served population.
- Relationships with key community partners.
- Organization networks with community providers and marketing services, utilizing marketing, community presence, and social networking.
- Strategies for engaging eligible individuals, educating them about PACE, and differentiating it from other services.
- Identification of enrollment barriers, proposed strategies to overcome them and measures for enrollment success.
- List of project staff and their experience.
- Funding history and awards from entities other than KDHE-DHCF.

Section 2: Sustainability Plan (10 Points)

Develop a sustainability strategy that includes:

- Achievable plan for sustaining the project.
- Explanation of alternative income sources ensuring project continuity post-grant.
- Diverse strategies for sustaining the initiative beyond the grant period.

Section 3: Budget and Budget Narrative (10 Points)

Complete the attached budget and a budget narrative for line items.

12. Request for Application Timeline

EVENT	DATE/TIME
Funding announcement release	August 1, 2024
Deadline to submit questions	August 16, 2024, by 5 p.m.
Responses to questions emailed and posted	August 23, 2024
Application deadline	August 30, 2024, by 5 p.m.
Award notifications	September 16, 2024
Project start date	October 1, 2024