



# 2023 HEALTH EQUITY CHALLENGE

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## OVERVIEW OF THE AMGEN HEALTH EQUITY CHALLENGE

As part of our commitment toward achieving health equity, Amgen is launching the Health Equity Challenge to identify promising and scalable solutions to address core challenges to improving patient outcomes aligned to Amgen's health equity strategy. **The 2023 Health Equity Challenge will focus on our second Health Equity Ambition: Increasing the utilization of culturally competent navigation services for Black Americans with cardiovascular disease (CVD) in Florida.**

Nearly half of all Black American adults have some form of heart disease and are 32% more likely to die from cardiovascular disease<sup>1,2</sup>. Black patients also have a higher prevalence of CVD risk factors (including dyslipidemia, hypertension, diabetes, and obesity) compared to White patients<sup>3</sup>. Furthermore, over the age of 45, there is a higher incidence of dyslipidemia (total cholesterol  $\geq 240$  mg/dL, LDL  $\geq 160$  mg/dL, HDL  $\leq 40$  mg/dL, or use of lipid-lowering medications) in African Americans than in their white counterparts<sup>6</sup>. Additionally, in the **RE**asons for **Geographic And Racial Differences** in Stroke (REGARDS) study, African Americans were less likely to be aware of their dyslipidemia, less likely to have their dyslipidemia treated, and if treated, less likely to have their lipids under control<sup>6</sup>. Likewise, the literature continues to point to the southern U.S. as a location where disparities in CVD remain the highest<sup>5</sup>. Also, there is an emergent acknowledgement of the structural and systemic barriers and inequities that must also be addressed. Factors such as access, discrimination and bias play a large role in the growing racial health disparities, particularly in the southern US and other urban areas. Importantly, numerous studies have shown that care navigation, including community-based health workers, can lead to significant improvements in CVD risk factors and management<sup>4</sup>. Thus, there is an opportunity to engage our external partners to close the gap in CVD disparities among Black Americans.

Amgen invites and welcomes proposals from 501(c)(3) non-profit organizations across the US for the Amgen Health Equity Challenge. The Amgen Health Equity Challenge will award up to \$500,000 in funding to selected eligible recipients. Awards may range from \$10,000 - \$100,000 total and will be announced and distributed in 2023. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received via email to [AmgenHealthEquityChallenge@Amgen.com](mailto:AmgenHealthEquityChallenge@Amgen.com) by **March 8, 2023 at 5:00 pm PST** (see "SUBMISSION DEADLINE").

The Amgen Health Equity Challenge supports community-based, non-profit organizations that are advancing health equity among historically under-represented communities through unique, innovative approaches **that demonstrate action, measurability, scalability, and sustainability.**

## 2023 HEALTH EQUITY CHALLENGE OBJECTIVES

The overall objective for this year's challenge is to **reduce health disparities in cardiovascular disease in Black adults living in Florida by leveraging care navigation services\*** to address any or all of the following\*\*:

- **Education and Awareness:** Ensure Black Americans have equitable access to culturally appropriate education about the urgency of testing and treating high cholesterol to help reduce the risk of heart attack and stroke. Incorporate care navigation services to increase the level of awareness around testing and treatments to improve outcomes.
- **Access:** Ensure that Black Americans at risk of heart attack or stroke have access to regular cholesterol testing, screening, and appropriate treatments. Additionally, identify interventions

to assist patients in overcoming treatment barriers resulting from lack of insurance, under-insurance, or other cost barriers.

\*Care navigation services may include nurse navigators, community health workers, promotoras, trusted messengers, etc. provided either in-person and/or virtually through online navigation tools and resources.

\*\*Organizations do not need to be located/based in Florida, but the proposed project must focus in this geography.

## SUBMISSION REQUIREMENTS

All eligible proposals will be reviewed by an internal review committee and awards will be granted on a competitive basis to finalists with consideration to the potential for the project to advance sustainable health equity in cardiovascular disease and ultimately, improve health outcomes for patients.

Organizations interested in applying do not need to be located or based in Florida, but the proposed project must focus in this geography.

## SUBMISSION DEADLINE

All proposals must be received by **March 8, 2023** no later than **5:00 pm PST** for consideration in the project proposal selection process.

## SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. In addition, consideration will be given to location and population served criteria (\*see above, PROGRAM OBJECTIVES), metrics and performance projections. Furthermore, the following criteria will be given **considerable weight** in the proposal selection process:

- Proposals received by the stipulated deadline must be in the correct format (see PROPOSAL SUBMISSION & FORMAT).
- Application is open for all US-based eligible 501(c)(3) organizations delivering national, regional and local community-based programming.
- Focus on health inequities experienced by Black American adults living with/at-risk for cardiovascular disease.
- The applicant should address how they will reach or engage Black Americans in their intervention.
- Provide a breakdown of patients and/or participants by race/ethnicity.
- Health impact to a defined Florida geographic area with the potential to expand.
- Feasibility and practicality of solution is evident.
- Implementation plan and timelines are clearly defined.
- Metrics that show meaningful progress towards finding solutions that close equity gaps in CVD.
- The applicant should expect to provide a final assessment or report should they be selected as a recipient of this award (see FUNDING DISTRIBUTION & GRANTEE EXPECTATIONS).

Amgen shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing organization.

## PROPOSAL SUBMISSION & FORMAT

Proposals should be submitted to [AmgenHealthEquityChallenge@Amgen.com](mailto:AmgenHealthEquityChallenge@Amgen.com) in a **Microsoft Word or PDF document format**.

The following is a list of information that the applicant should include in their proposal submission:

- Organization Details:
  - Organization name, address and website (if available), and confirmation of non-profit/501c(3) status
  - Point of Contact (POC) Name and Contact Information (and preferred method of communication)
  - Payment address
  - Brief description of organization in terms of its service to healthcare or cardiovascular patients
- Project Details (In addition to that listed under SELECTION CRITERIA):
  - Project Summary including title, start and end dates
  - Description of alignment with Amgen health equity strategy and CVD ambition statement (see PROGRAM OBJECTIVES above, and/or Amgen.com Health Equity)
  - Describe the problem the project addresses
  - Provide a brief history of the project (if applicable)
  - Describe the current project objectives and how project objectives will be met
  - Provide an analysis of the project's risks and limitations, including how these factors will be addressed or minimized
  - Provide the project implementation timeline and key milestones
  - Describe the project deliverables and outcomes
  - Explain the assessment strategies that will be used to define and measure the project's success
  - Describe the role or involvement of any other stakeholders (e.g. Board, Target Population, Community Members)
  - Provide a sustainability plan – the steps your organization will take to ensure the future success of the project beyond the completion of Amgen's funding (i.e. future financial support, staff requirements, continued community interest)
  - Certify that all project decision-making authority will lie within the applicant's organization
  - Itemized budget for proposed work including:
    - A detailed list of any and all expected costs or expenses related to the proposed project
    - Summary and explanation of any other contributing expenses to the total cost

## JUDGING AND SELECTION

All proposals must be received by **March 8, 2023** no later than **5:00 pm PST** for consideration in the selection process.

The judging process will begin following the SUBMISSION DEADLINE

- Amgen will collect all submissions and conduct an initial review to ensure all submission criteria have been met for submitted proposals.
- Proposals that have not met the submission criteria will be rejected.
- A panel of judges consisting of diverse Amgen leaders with expertise in health equity and/or cardiovascular disease will select the finalists based on the quality of the proposals received using a selection rubric. Potential finalists may be interviewed prior to final selections being made.
- The finalists will be awarded funding from a pool of \$500,000, with the possibility of additional funding in the future based on project performance.

The selected finalists will be notified via **phone or email** after the selection decision. All other applicants will be notified prior to the announcement of the finalists.

Amgen will formally announce finalists at the Amgen Health Equity Summit (April 2023) and via press release. The finalists will also be mentioned on Amgen social media channels and Amgen.com.

## FUNDING DISTRIBUTION & GRANTEE EXPECTATIONS

As stated above in "JUDGING AND SELECTION", each of the finalists will be awarded funding from a pool of \$500,000, with funding amounts ranging from \$10,000-100,000.

Funding will be distributed in the form of a corporate donation and will be processed upon contract signing.

The finalists will be expected to provide a final assessment or report for review by Amgen within three months of project completion.

The finalists may be asked to participate and present on their project at the Amgen Health Equity Summit to be held in April 2023.

## EXCLUSION

Funding may not be used for organizations or initiatives based outside of the United States.

Healthcare provider salaries, for-profit organizations, political causes/firms, and religious organizations are not eligible to receive funding from this program.

Capital investments, certified educational programs for healthcare professionals (e.g., CME credits), clinical trials, endowments, advertisements, or any organization that discriminates (based on age, race, color, religion, national origin, gender identity, sexual orientation, marital status, military service, veteran status or disability) are also ineligible.

## TERMS & CONDITIONS

All project decision-making authority will lie with the applicant organization. Amgen will not play a role in making final decisions on any project-related details or expenses.

## LIMITATIONS ON THE USE OF FUNDING

Amgen will make payments only by check, electronic funds transfer, or wire transfer to the official name and address or account of the recipient identified in the applicable agreement or other supporting documentation.

## REFERENCES

1. The Heart Foundation. Sept 7, 2018. African Americans and Heart Disease. <https://www.theheartfoundation.org/2018/09/07/african-americans-and-heart-disease/>
2. The American Heart Association. Championing Health Equity for All. <https://www.heart.org/en/about-us/2024-health-equity-impact-goal#toll>
3. Brewer, L.C., Cooper, L.A.; Race, Discrimination and Cardiovascular Disease; AMA Journal of Ethics. Virtual Mentor. 2014;16(6):455-460. doi: 10.1001/virtualmentor.2014.16.6.stas2-1406.
4. Kim, K., Choi, J. S., Choi, E., Nieman, C. L., Joo, J. H., Lin, F. R., Gitlin, L. N., & Han, H. R. (2016). Effects of Community-Based Health Worker Interventions to Improve Chronic Disease Management and Care Among Vulnerable Populations: A Systematic Review. American journal of public health, 106(4), e3–e28. <https://doi.org/10.2105/AJPH.2015.302987>
5. Global Burden of Cardiovascular Diseases Collaboration. The Burden of Cardiovascular Diseases Among US States, 1990-2016. JAMA Cardiol. 2018;3(5):375–389. doi:10.1001/jamacardio.2018.0385
6. Cardiovascular Health in African Americans: A Scientific Statement From the American Heart Association; Mercedes R. Carnethon, Jia Pu, George Howard, Michelle A. Albert, Cheryl A.M. Anderson, Alain G. Bertoni, Mahasin S. Mujahid, Latha Palaniappan, Herman A. Taylor Jr, Monte Willis and Clyde W. Yancy and On behalf of the American Heart Association Council on Epidemiology and Prevention; Council on Cardiovascular Disease in the Young; Council on Cardiovascular and Stroke Nursing; Council on Clinical Cardiology; Council on Functional Genomics and Translational Biology; and Stroke Council; Originally published 23 Oct 2017 <https://doi.org/10.1161/CIR.0000000000000534> Circulation. 2017;136:e393–e423