



Request for Proposals Drivers of Health

Through this Request for Proposals (RFP), the Physicians Foundation is seeking five medical associations to develop capacity, resources, and data collection to support physicians in their understanding of Drivers of Health (DOH) and their integration of DOH into their medical practices, as part of their regular patient care. Proposals are expected to be implemented over a period of one to two years, with a funding limit of \$75,000.

Background/Overview

Physicians have long experienced the impact of DOH. They recognize that the conditions in which people are born, grow, live, work, and age have a major influence on patient healthⁱ and the cost of health care in America. DOH includes factors like food insecurity, housing instability, transportation problems, utilities difficulties, and interpersonal safety.

Therefore, to assess how DOH affect physicians and their patients, The Physicians Foundation determined to conduct the first part of its *2022 Survey of America's Physicians* on this topic.

Eight in 10 physicians (80%) believe that the United States cannot improve health outcomes or reduce health care costs without addressing DOH.ⁱⁱ

The top five strategies physicians reported are important to support them, and other physicians in addressing patients' DOH are:ⁱⁱⁱ

- Investing in community capacity to address patients' DOH
- Investing in technological and human capacity to connect patients with community resources they need to be healthy
- Screening patients to identify social needs
- Significantly reducing existing payer reporting requirements and other administrative burdens to provide the necessary time to address DOH
- Creating financial incentives for physician-directed efforts to address DOH

The areas listed below are provided as examples of topics and ways to structure a grant proposal; it is not the Foundation's expectation that any individual grant address all of them. This list is also not meant to be exclusive. Innovative proposals exploring additional interventions to address a patient's drivers of health are welcome to apply.

G0136 and the Determinants of Health

The CMS G0136 code establishes a reimbursable framework for screening patients for determinants of health (DOH) during Medicare visits, creating a structured clinical touchpoint for identifying the social and environmental factors that shape health outcomes. While the code centers on the identification of nutritional risk and physical inactivity, it points toward a broader set of conditions that this grant program is designed to address including access to primary care.

Nutrition

Physicians are often on the frontlines of recognizing the health consequences of poor diet quality such as diabetes, hypertension, and cardiovascular disease, which disproportionately affect patients in food-insecure households. This grant program supports efforts to shift the focus from food quantity to



nutritional quality, empowering physicians to connect patients with resources that prioritize whole, minimally processed foods in alignment with national goals to improve population health and reduce preventable disease.

Physical Activity

Physicians are equally positioned to address physical inactivity, another leading driver of the chronic conditions that disproportionately burden under-resourced communities. Yet clinical encounters rarely include structured pathways for connecting patients with community-based movement resources, exercise programming, or built environment supports. This grant program supports efforts to equip physicians with tools and referral networks that make physical activity counseling actionable, moving beyond brief advice toward sustained behavior change and community connection.

Access to Primary Care

Lack of access to primary care remains one of the most consequential and persistent DOH, particularly for populations facing economic and geographic barriers. Routine primary care is the foundation for early detection, chronic disease management, and the longitudinal patient-physician relationships that make DOH screening meaningful. The G0136 code creates a reimbursable touchpoint for identifying social risk, but that touchpoint only reaches patients who can access care in the first place. This grant program recognizes that expanding primary care access is a prerequisite for translating DOH screening into real health improvement and supports physician-led efforts to reduce the structural barriers that keep patients from the door.

This RFP is meant to identify and provide financial support to medical associations:

- who have the interest in and capacity to engage in activities of this grant program for up to two years,
- whose state's/region's landscape is primed for or at a critical point related to addressing DOH,
- who could recruit a group of willing and eager physicians to integrate or enhance DOH screenings and DOH-related resource navigation into their medical practices and provide feedback and data related to that DOH integration process.

In addition to recruiting a cohort of medical practices, grantees (non-profit medical association and/or foundations) will be asked to identify and compile a guide of existing resource lists of social service organizations whose work addresses one or more of the above listed factors

Offered over the course of the grant, grantees will have the opportunity to participate in Physician Foundation-sponsored virtual grantee cohort check-ins as well as educational sessions. In addition, grantees will be encouraged to participate in a virtual community platform where DOH grantees, past and present, can share information and best practices on DOH implementation strategies. Grantees are encouraged to work with physicians to inform the design and implementation of their proposal.

Proposal Review and Timetable

A proposal should include a description of how your project addresses the purpose described in this RFP, a proposed plan and activities, a budget, and a brief bio-sketch of the key staff members. Requests should be for up to \$75,000 for a project period of up to two years.

RFP Release Date:

August 12, 2026

Proposals Due:

September 9, 2026 (midnight EST)



Funding Decisions:
Project Start Date:

October 31, 2026
January 4, 2027

The Foundation will select five organizations to receive grant support under this RFP. Proposals will be reviewed based on the following criteria:

- **Field focused:** The organization is rooted in physician needs with a clear potential to advance the field and address key challenges around DOH screening and resource navigation.
- **Urgency:** The Foundation will favor projects that are timely given the practice environment in their geographies, and that will likely serve as a catalyst for future advances around supporting physicians with DOH integration, including meeting the unique needs of small practices.
- **Strategic impact:** The Foundation will consider the state/region's current landscape as well as the medical association's commitment to further this work to ensure the grant support will provide the most significant impact from the practice level to the policy level.

The proposal should include details on some or all the following factors if/when applicable:

- Experience supporting physicians with implementing practice-level changes
- The association's current research, resources, and tools related to DOH
- The state's current environment around DOH on both the practice and policy level
- Organizational capacity to commit time and staff to support working with a community of practicing physicians and resource list compilation.

Payment and Reporting Schedule

Awarded grants will be provided with a clear reporting and payment schedule, which will be as follows:

Timeframe	Event
Execution of grant agreement	40% of grant agreement disbursed
Halfway through grant	First interim report due. The second payment of 40% will be disbursed upon submitting a satisfactory interim narrative and financial report, and if the financial report shows that at least 75% of the initial funding has been spent.
End of grant	Final report due. The final 20% of funds will be disbursed upon submitting a satisfactory final narrative and financial report. The financial report must indicate that all funds were spent on grant-approved activities. Any funds not spent according to the approved budget will not be disbursed and will need to be returned if spent from the first 80% of payments disbursed.

Eligibility and How to Apply

To apply for a grant, register, and login to the Foundation's [online application system](#). Proposals must be completed and submitted with all required responses and attachments to be considered for funding in this grant cycle. Please use the access code "DOH26" to access the application.

For this RFP, the Foundation is waiving its policy that limits an organization from having only one grant at a time, though organizations with an existing DOH grant are not eligible to apply. As such,



organizations that have a current active grant with the Foundation that is not focused on addressing DOH are eligible to apply.

If you have questions regarding the application, please contact the Foundation's Senior Program Officer, Rachel Rifkin, at 617-391-3076 or rrifkin@gmafoundations.com.

About The Physicians Foundation

The Physicians Foundation is a public charity seeking to advance the work of practicing physicians and improve patient access to high-quality, cost-efficient care. As the U.S. health care system continues to evolve, The Physicians Foundation is steadfast in strengthening the physician-patient relationship, supporting medical practices' sustainability and helping physicians navigate the changing health care system. The Physicians Foundation pursues its mission through research, education and innovative grant making that improves physician wellbeing, strengthens physician leadership, addresses drivers of health and lifts physician perspectives.

ⁱ "Healthy People 2020: Social Determinants of Health," Office of Disease Prevention and Health Promotion, <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>.

ⁱⁱ The Physicians Foundation, *2022 Survey of America's Physicians, Part One of Three: Examining How the Social Drivers of Health Affect the Nation's Physicians and their Patients*, March 2022. <https://physiciansfoundation.org/physician-and-patient-surveys/the-physicians-foundation-2022-physician-survey-part-1/>

ⁱⁱⁱ The Physicians Foundation, *2022 Survey of America's Physicians, Part One of Three*, March 2022.