SBIR Grant Application

Elementary Dr Watson

The history
The grant
The innovation
The business model

Overview

VistA works in the VA:

Developers ↔ Coordinators ↔ Users

How does it work outside?

Hardhats ↔ Implementors ↔ Adopters

My Business Model

Old: Sell and support broken software

New: Use Government Grant to demonstrate commercial feasibility

The History

- April 8 – SmallVistA post re: Virginia's $12M for go-live and MU in small primary care offices

- May 3 – Center for Innovative Technology SBIR/STTR Forum, Herndon VA

- May 24 – John Davis's SBIR Workshop, McLean VA

- June 2-3 – NIH SBIR/STTR Conference, Raleigh NC

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Long-term goal

- Elementary obtains SBIR grant
- Grant implies federal approval of a commer-cially viable idea (tax pants off)
- Market the promise of future organic growth
- Transplant the heart of VA into the small primary-care office community (SPOC)

The Present Situation

- Beta site is up: Elementarydrwatson.com

- SEO is Morepro.com

- Hardhats is a community of developers and some users

- I am a pitiful CAC

- My SPOC is me. I am my own Client 0, with 1 new patient/mo in VistA

Research up to present

- SBIR = Small Business Innovative Research
- STTR = Smallbus Technology TRansfer
- Innovative = new ideas
- Research = new knowledge
- Phase I <= $150K for feasibility
- Phase II <= $750K for development
- NIH: August 5, 5PM local, 25 pages

Potential Alternatives

- AHRQ is interested in EHRs

- CDC Public Health Informatics

- NCRR – Research Resources

Recommendation

- Research question: Can a SPOC be formed and will they contribute?

- 25 adopters, each with 25 encounters and 3 questions

- Investigate university partner for STTR

- Write application

- Delegate the various tasks

Summary

- SBIR Grant Application

- The History

- Long-term goal

- The Present Situation

- Development up to present

- Potential Alternatives

- Recommendation