

# Sample Proposal

## Introduction

As a public access channel, Healthy Digital is dedicated to introducing preventative care to seniors. We believe preventative care is the most cost-effective way to promote public health. While we frequently host half-hour programs, our production team excels at creating short-run (under 4- minute) videos that promote public health practices. As our [viewership data](#) reveal, Healthy Digital videos are highly popular among senior Medicare enrollees.

## Issue

At present, an urgent need exists to address the gap between available health information and the skills Medicare beneficiaries require. See Figure 1. Without adequate funding, Medicare recipients will continue to fall behind in public health literacy.

Figure 1. Adults' Health Literacy, By Type of Health Insurance: 2018

Insurance Source	Below Basic	Basic	Intermediate	Proficient
Employer-Provided	7%	17%	16%	14%
Privately-Purchased	13%	24%	54%	9%
Medicare	27%	30%	40%	3%
Medicaid	30%	30%	37%	3%
No Insurance	28%	25%	41%	6%

Source: U.S. Department of Education, 2018 National Assessment of Adult Literacy.

## Solution

*“It doesn't take a brain surgeon... or a cardiologist... or a pediatrician... or even a policy wonk to figure out that a penny's worth of preventive care is worth many dollars of sick care”*

-- Heidi Murkoff

Healthy Digital takes that prevention is worth more than sick care seriously. Like the SarahCare Foundation's Healthy Seniors initiative, our Medicare Community Health Video program disseminates preventative-care information to seniors using digital video. As such, we're seeking to garner an additional \$15,000 in financial support from the SarahCare Foundation for the 2022-2023 FY funding cycle.

Our one-year pilot program objectives include:

- Informing at least 20% of all Michigan Medicare recipients aged 65 and over about preventative health care procedures during 2022-2023 FY using public access cable.
- Informing at least 10% of all Michigan Medicare recipients aged 65 and over about preventative health care procedures during the 2022-2023 FY using physician clinic waiting room broadcasts and website videos.
- Measuring preventative care knowledge of Medicare recipients using several available survey tools at preset intervals throughout the year.

## **Qualifications**

Healthy Digital produces informative health videos at a minimal cost. Our lean operations are complemented by competent in-house volunteers, including a production manager, program director, broadcast engineer, video editor, and part-time office manager. We limit key program personnel to a videographer, film lighting volunteer, and survey assessor.

The total program budget for our pilot program is \$30,000. Half of that has already been committed by related state health funders. Included in these costs are \$10,000 of personnel expenses and \$5,000 of non-personnel expenses.

In 2019, we successfully produced 125 preventative-care videos in conjunction with 22 institutional health care providers. This effort was preceded by a major fundraising campaign, the proceeds of which funded the full production cost of \$30,000. In the end, our videos reached more than 550,000 Michigan residents aged 65 and older. Among those viewers, more than 95% believe our broadcasts enabled them to better enjoy normal life activities.

Healthy Digital also coordinates with community healthcare providers to promote health literacy. And because we're a public-access cable channel, we can produce customized preventative care videos for Michigan public access channels.

## **Conclusion**

Our program fits squarely within your Foundation's interest: health services for seniors. Moreover, we believe Healthy Digital's program will prove to be far more financially viable in comparison to the current status quo. By working together, we can further empower Medicare beneficiaries to improve their own overall health prospects.