



Million Hearts® Advancing Cardiac Rehabilitation through Public Health Jurisdictions RFP

Million Hearts® Advancing Cardiac Rehabilitation through Public Health Jurisdictions Project

Purpose: To assess and support policies, systems, and services that increase access to and utilization of cardiac rehabilitation (CR).

Eligibility

Million Hearts® invites public health jurisdictions to apply for funding to enhance cardiac rehabilitation (CR) referral, participation, and/or completion. This funding may support use of policies, systems, and services such as those championed in the [Million Hearts®/American Association of Cardiovascular and Pulmonary Rehabilitation \(AACVPR\) Cardiac Rehabilitation Change Package](#), the Agency for Healthcare Research and Quality (AHRQ) [TAKEheart Initiative](#), or other CR implementation resources and initiatives. Implementation may be conducted by the applicant organization or through partnerships with healthcare systems and other relevant partner organizations.

Applicant public health jurisdictions should be health departments, including, but not limited to, those operated by:

- State governments
- County governments
- City or township governments
- Federally recognized Native American tribal governments, Native American tribal organizations, and Urban Indian Organizations

Priority will be given to applicants that demonstrate capacity to implement plans within the project timeline. Applicants should have specific and measurable process or outcome goals that may be attained within seven months of receiving funds and which may generate lasting impacts. Letters of support (maximum of 3) are recommended from the implementing entity and/or intended partners (maximum of 3).

Due date

Application submissions are due Tuesday, January 6th at 8:00 p.m. Eastern Time. We intend to fund up to 6 applicants for up to \$50,000 each. The application process is competitive.

Key dates are outlined below, with a period of performance between February 2, 2026 – July 31, 2026.

By November 20, 2025	RFP released Answers to questions posted on FAQ document (see details below)
January 6, 2026	RFP closes
January 13, 2026	Selections announced
January 20, 2026	Contracts initiated
Monthly	Project check-ins with NACDD team, including progress reporting
Bi-monthly	Funded recipient cohort meetings
July 31, 2026	Project end date
August 31, 2026	Final invoice and summary report due
Ongoing	Follow-ups as needed

Participation in quarterly [Million Hearts® Cardiac Rehabilitation Collaborative](#) meetings is strongly recommended.

Project Overview

The resources provided through this opportunity are intended to support the use of policies, systems, and services that enhance, optimize, or expand CR referral, participation, and/or completion. Successful applicants will demonstrate the ability to replicate or expand collaborative initiatives, advance use of new delivery models that fulfill the core components of CR,^{1,2} or otherwise employ creative solutions to increase referrals, participation and/or completion of CR.

Project examples include, but are not limited to:

- Equipping CR teams and partners with information and resources to implement quality improvement initiatives that drive uptake and/or completion of CR
- Supporting or expanding the opportunity to deliver virtual CR sessions with synchronous audio/visual communication
- Supporting policies and plans that make it easier for priority populations to enroll in and complete CR (e.g., translate educational materials, offer inpatient peer or social support, provide transportation services, reduce or eliminate cost-sharing, etc.)

¹ Brown TM, et al. Core Components of Cardiac Rehabilitation Programs: 2024 Update: A Scientific Statement From the American Heart Association and the American Association of Cardiovascular and Pulmonary Rehabilitation. *Circulation*. 2024;150:ee00-e00.

² Beatty A, et al. Million Hearts Cardiac Rehabilitation Think Tank: Accelerating New Care Models. *Circ Cardiovasc Qual Outcomes*. 2021;14:e008215.

- Generating or disseminating data to assess CR use or drive improvement in CR referral, participation, and completion
- Informing and educating people who may qualify for CR about the benefits of the program(s) and opportunity to seek a referral, as appropriate
- Establishing, strengthening, or supporting partnerships to improve CR referral, participation, and/or completion
- Linking CR-eligible patients and CR patients to supplemental social support services or programs

Potential partners for collaboration may include:

- [AACVPR State Affiliate Societies](#)
- Academic institutions
- [American College of Cardiology – State Chapter Leadership and Board of Governors](#)
- [Indian Health Service Locations](#)
- [Centers for Medicare & Medicaid Services - Quality Improvement Organizations](#)
- [State & Territorial Health Departments](#)
- [State Hospital Associations](#)
- [State Insurance Departments](#)
- [State Medicaid Programs](#)
- [State Rural Health Associations](#)
- [State Vocational Rehabilitation Agencies](#)
- State/regional health insurance carriers/payers
- Other organizations, agencies, and/or industry partners unique to your state, territory, or region

Awardees will participate in a regular meeting schedule to provide project updates and troubleshoot barriers and will utilize a reporting structure to capture accomplishments and challenges.

Application Form

Required format for proposals:

- Format: PDF
- Size: 12-point font, Arial
- Spacing: Single-spaced
- Margins: 1-inch; include page numbers

Applicant Contact Information

- Agency / Organization Name:
- Address:
- Primary Program Contact Name:
- Title:
- Email Address:
- Phone Number:

Project Abstract (250-word limit)

Briefly describe the proposed project. Include overarching goals, high-level approach, the intended accomplishments and impact of your project, and any other agencies or organizations that may be included as collaborators in project implementation.

Project Overview (750-word limit)

This section should answer the following questions: 1) How will your proposed project use CR tools to replicate or expand a successful initiative, advance delivery of innovative CR models, or employ creative solutions to increase CR referrals, participation and/or completion? 2) Which strategies, if any, from the [Million Hearts®/American Association of Cardiovascular and Pulmonary Rehabilitation \(AACVPR\) Cardiac Rehabilitation Change Package](#), Agency for Healthcare Research and Quality (AHRQ) [TAKEheart Initiative](#), and/or other resources will be employed? 3) What is the rationale / unmet need this project fulfills? 4) What particular populations, if any, are you prioritizing with this project? Why those?

Organizational Capacity and Experience (500-word limit)

Describe your organization and core staff responsible for completing your proposed work, and the roles of key partners who will be involved in implementation. Include: 1) Your organization's past or current CR work (if any), as well as any analogous projects which demonstrate your capacity to execute your proposed project; include hyperlinks where appropriate. 2) History of collaboration with your selected or proposed implementation partners.

Evaluation and Performance Plan (250-word limit)

How will you measure this project's success? What indicators of progress will you use? The project timeline may preclude utilization of traditional outcome measures. Given that, please describe how you intend to gauge the success of your projects via process measures and other metrics which align with the goals of the funding and intent.

Future Planning (250-word limit)

Describe what policies, systems, and services will be supported and how they are expected to impact CR referral, participation, and/or completion. Include: 1) What elements of the project plan may be sustained beyond the timeline for this funding opportunity? 2) What additional resources, if any, your organization plans to utilize after the implementation period to maintain the project? 3) What plans, if any, do you have to share the accomplishments of this project with other organizations?

Budget Proposal

Funding is intended to enhance capacity to implement awardees' projects in a relatively short timeframe. As a result, preference will be given to applicants who devote most funding to implementation costs. Please provide a separate budget.

Budgets should not exceed \$50,000. There is an indirect cap rate of 20%.

NACDD reserves the right to negotiate project budgets within the first 45 days of notification for selected awardees.

Review Process

The primary review criteria will align with public health best or promising practices for CR utilization, the ability to execute proposed strategy(s), and the likelihood of achieving outcomes within the stated timeline. Reviewers may be from NACDD, Million Hearts® at the Centers for Disease Control and Prevention (CDC), and other external experts, as appropriate (approximately 3-5 people will review each application). The evaluation process will include individual committee member evaluations and ratings of each proposal, followed by committee discussion and ranking of proposals. After preliminary rating and ranking of proposals, interviews may be scheduled with finalists, particularly if two or more proposals are closely rated and/or more information is needed.

Submission Instructions & Questions

NACDD will allow and respond to questions about the RFP via email, posting answers on a [FAQ document](#), which will be updated daily. Please submit questions to MHPartners@chronicdisease.org.

Completed applications should be submitted via email to MHPartners@chronicdisease.org, no later than 8 pm ET, January 6, 2026.