



Million Hearts® Advancing Cardiac Rehabilitation through Organizations Poised to Scale and Spread Promising Practices – Request for Proposals (RFP) 2026

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

Eligibility

Million Hearts® invites the following types of entities to apply for funding to enhance CR referral, participation, and/or completion.

- Public health jurisdictions – 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
- National, regional, or state organizations engaged in training or certifying CR programs and/or professionals

These entities are uniquely positioned to scale even modest improvements and promising practices that can lead to a large positive impact. 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.

Applicants should have specific and measurable process or outcome goals that may be attained within the parameters of the project timeline and that may generate lasting impacts.

A total of \$250,000 is available for this project; NACDD anticipates funding projects at the \$50,000-\$75,000 level. The application process is competitive. NACDD intends to issue a Memorandum of Understanding (MOU) for this award.

Due date

Application submissions are due October 26, 2026, at 8:00 p.m. Eastern Time (ET).

Key dates are outlined below, with a period of performance between November 16, 2026 - July 30, 2027.

By September 25, 2026	RFP released Answers to questions posted on FAQ document (see details below)
November 20, 2026	RFP closes
By December 11, 2026	Selections announced
December 11, 2026	MOU process initiated
December 15, 2026, December 16, 2026	Kickoff calls with NACDD team, including information on reporting progress (times to be scheduled with individual recipients)
Bimonthly	Funded recipient cohort email check-in / virtual meetings
July 30, 2027	Project end date
August 31, 2027	Final 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 the 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.

Applicants are encouraged to review the change concepts and change ideas from the [Million Hearts®/American Association of Cardiovascular and Pulmonary Rehabilitation \(AACVPR\) Cardiac Rehabilitation Change Package, 2nd Edition](#) and [AHRQ's TAKEheart initiative for examples of strategies to be implemented, scaled, or spread via this project](#).

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.

Formal research projects cannot be funded. From the HHS Office of Research Integrity, research is defined as “systematic investigation, including research development, testing and evaluation, designed to develop or contribute to generalizable knowledge”.

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 to enroll in and complete CR (e.g., offer inpatient peer or social support, provide transportation services, reduce or eliminate cost-sharing, etc.)
- 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

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?

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, as well as any analogous projects that 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)

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

3. How might successful elements of this project be scaled / implemented within your area of influence?

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 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 \$75,000. 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(-ies), 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 that will be updated daily. Please submit questions to MHPartners@chronicdisease.org.

Completed applications should be submitted to

<https://app.smartsheet.com/b/form/01a0c46949de7829b70e11e7d93ef303>, no later than 8:00 p.m. Eastern Time (ET), November 20.