Call for "Expression of Interest" – March 2026
Issued by Novartis Foundation and the Novartis US Foundation
Geographic Focus: United States, Germany, China, Japan

Reimagining Women's Heart Health: A Social Innovation Challenge

Submission Template (max. 3 pages)

Please complete the template below and submit as a single PDF. Keep your response to **maximum 3 pages**. Use **headings** as shown and be concise (word limits provided). **Do not include any personal data** (names, contact details, patient-level information, or any identifiable details). Use anonymized, aggregated, or hypothetical examples only.

Send completed submissions to social.impact_and_sustainability@novartis.com using the following subject line: Novartis Foundations Call: Reimagining Women's Heart Health

Applicant organization:	
Primary contact (role only):	
Proposed initiative title:	
Geographies for PoC (2):	
Requested funding range:	
Expected implementation duration:	

1) **Problem definition (country-specific context) (100–150 words)**
   Address:
   - The specific women's cardiovascular health gap(s) (prevention, early detection, diagnosis, treatment, follow-up, adherence).
   - Urgency of the gap(s) in each proposed geography (brief data points and/or system drivers).
   - Current standard of care / baseline pathway and key barriers (structural, behavioural, access, policy, reimbursement, workforce, data).

2) **Innovation model & approach (including theory of change) (150–200 words)**
   Include:
   - Solution + what is innovative (service delivery, community model, data/AI, behavioural approach, financing, policy, etc.).
   - End-to-end model (key activities, partners, touchpoints, and where it fits in the care pathway).
   - Theory of change (1–3 sentences): Inputs → Activities → Outputs → Outcomes → Impact (short and long-term)
   - Readiness: what exists versus what PoC demonstrates

3) Target population & health equity strategy (100–150 words)
Explain:
- Who benefits (women subgroup(s) such as life stage: postpartum/perimenopause, with a priority to underserved groups).
- Equity approach: how disparities will be reduced (race/ethnicity, income, geography, age, etc) and how communities will be engaged/co-designed.
- Accessibility design (such as language, digital inclusion, cultural tailoring, trust, navigation).

4) Sustainability pathway (100–150 words)
Describe:
- Sustainability model post-grant (reimbursement, payer/employer financing, government adoption, cross-subsidy, earned revenue, etc).
- Key assumptions and stakeholders needed (providers, payers, employers, community orgs, policy makers).
- Risks to sustainability and mitigation.

5) Measurable outcomes (and how you will measure them) (100–200 words)
Provide 2-4 outcomes using the simplified table (same columns):

Outcome	Metric/definition	Data source/frequency

6) Scalability strategy (100–150 words)
Explain:
- What is scalable (workflows, training, digital components, partnerships, financing mechanisms)?
- Scale pathway: pilot → expansion (sites/regions) → national/international replication; key milestones.
- Adaptability across systems (including US, Germany, China, Japan): what needs localisation versus what stays constant.

7) Organizational capabilities, leadership & partners (100–200 words)

Include:
- Relevant prior program experience (scale, setting, outcomes).
- Core team capabilities (roles/expertise only, no names) and governance approach.
- Key partners (health systems, community orgs, payers/employers, tech/data partners, etc) and each partner's role.

8) Estimated budget & use of funds (table; plus 50–100 words)

Budget narrative: Briefly explain major cost drivers and how requested funds de-risk the PoC and position the model for sustainability/scale.

Budget line	Amount (USD eq.)	Notes
Personnel/programme delivery		
Technology/data/AI (if applicable)		
Partnerships/community engagement		
Monitoring, evaluation, learning		
Other (specify)		
Total		

9) Compliance attestation (required)

Confirm:

☐ We confirm this submission contains **no personal data** and includes only anonymized, aggregated, or hypothetical examples.

☐ We confirm the proposed initiative is submitted for **social impact** purposes and is not linked to product promotion.

☐ We agree to provide transparent governance and conflict-of-interest disclosures if invited to the RFP stage.