



Centering Pregnancy Initiative
Letter of Interest-Request for Proposals

Background: Improving birth outcomes for moms and babies—especially in rural areas and communities with limited access to care—requires more than traditional clinical services. Wraparound care models that integrate medical and community supports help close access gaps and improve outcomes. They connect families to services like doulas, home visiting, behavioral health, transportation, and nutrition, while leveraging community health workers and culturally responsive care. By expanding access through coordinated, locally grounded support systems, these models help ensure healthier pregnancies and stronger starts for mothers and infants.

Centering Pregnancy is an [evidence-based](#) model of group prenatal care that integrates clinical assessment, health education, and peer support that can utilize mid-level providers, such as Physicians Assistants, Certified Nurse Midwives, or Nurse Practitioners along with Community Health Workers or Doulas (etc.) to provide peer health education. By expanding the care in a group setting, Centering Pregnancy strengthens relationships, increases patient engagement, and allows providers to address both clinical needs and social drivers of health in a more comprehensive way.

Plan: The Health Fund will support the implementation of Centering Pregnancy at three (3) Kansas sites – specifically, Federally Qualified Health Centers (FQHCs), Rural Health Clinics (RHCs), and hospitals with affiliated RHCs.

Each selected site will receive \$10,000 in direct funding to support implementation costs, including materials, equipment, and staffing necessary to launch group prenatal care

In addition, the [Health Fund will provide support equivalent to \\$30,000 per site](#), which will be funded directly to the Centering Healthcare Institute with the intention of supporting each selected site through:

- Required training and onboarding to become an approved Centering Pregnancy site
- Technical assistance and coaching to ensure fidelity to the model
- Billing and reimbursement guidance to support long-term sustainability
- [Access to curriculum, tools, and implementation resources](#)
- Ongoing support and consultation throughout the implementation process

This investment is designed to build internal capacity while ensuring sites have the tools and expertise needed to successfully implement and sustain the model.

Goals and Outcomes: The primary goal is to expand access to high-quality prenatal care through the adoption of the Centering Pregnancy model within local clinical settings.

Anticipated outcomes for health systems and providers include:

- Increased ability to provide prenatal services locally, reducing the need for patients to travel outside their communities
- More efficient use of provider time through group care models
- Strengthened care delivery through the use of expanded care teams
- Improved coordination and continuity of care between prenatal providers and delivering hospitals

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Anticipated outcomes for participants include:

- Increased engagement in prenatal care
- Enhanced knowledge and confidence related to pregnancy and childbirth
- Strengthened social support networks
- Improved adherence to care plans
- Improved birth outcomes, including reductions in preterm birth and low birth weight

Requirements:

Eligible sites must:

- Be a Federally Qualified Health Center (FQHC), Rural Health Clinic (RHC), or hospital applying on behalf of an affiliated RHC.
- Demonstrate readiness to implement Centering Pregnancy within their existing prenatal care services
- Commit to becoming an approved Centering Pregnancy site, including completion of required training and certification
- Have the ability to collect and report data on key performance and outcome measures
- Establish or maintain partnerships with hospitals and other providers to support continuity of care from prenatal services through delivery

Learning Community and Sustainability

All participating sites are required to engage in a learning community, meeting at least quarterly (virtually or in person), to:

- Share implementation experiences, challenges, and best practices
- Review data and program outcomes
- Participate in professional development related to group prenatal care and maternal health

A strong emphasis will be placed on sustainability, including:

- Developing billing practices that support reimbursement for group prenatal care services
- Integrating Centering Pregnancy into routine clinical operations
- Strengthening coordination between prenatal providers and delivering hospitals to ensure continuity of care
- Documenting outcomes and patient experiences to demonstrate program value

Evaluation results and shared learning will help build the case for long-term adoption and expansion of Centering Pregnancy across additional sites.

Eligible Organizations

Federally Qualified Health Centers, Rural Health Clinics, or hospitals on behalf of an affiliated Rural Health Clinic are eligible to apply. Applicant organizations must hold tax exemption recognized under Section 501(c)(3) of the Internal Revenue Code and qualify as public charities under provisions of Section 509(a)(1) and (2) or be governmental entities of the State of Kansas or local units of government. Other organizations and individuals are not eligible.

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Limitations on Funding Uses

- Grant funds may not be used for lobbying or political activity as defined in the Internal Revenue Code related to tax exempt organizations.
- Ongoing operating expenses may not be paid by grant funds.
- Alcoholic beverages may not be purchased with grant funds.
- Grants will not be awarded for contributions to capital campaigns.
- Public funds supporting existing projects may not be replaced or supplanted with grant funds.

Application Process

Interested organizations are encouraged to complete an initial interest form. Our staff will follow up regarding next steps and provide assistance as needed with completion of the full application form.

Health Fund staff will review submissions and invite a limited number to complete the Centering Pregnancy Readiness Assessment and interview to determine site selection.

Please visit <https://healthfund.org/a/cp-loi-26> for the initial interest form along with additional details and resources, including a webinar recording and more about the Centering Pregnancy Initiative.

A sample of the full application form is available below for background.

Timeline

Interest forms and applications will be accepted on a rolling basis while funding remains available. Following submission of the initial interest form, Health Fund staff will reach out to offer assistance in completing the full application, and as applicable will facilitate next steps including completion of the Centering Pregnancy Readiness Assessment and interview. Notice of awards will generally be completed within one month of the assessment and interview.

For additional information, please contact:
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Note: the sample questions below are provided for reference. Staff will direct applicants to the official application form as appropriate following submission of an initial interest form.

1. Contact information
2. Please provide a concise organization description and history
3. Describe the target population and geographic area your organization seeks to focus on for this project.

Organizational Overview

1. What is the legal name of your organization?
2. Is your organization a Federally-Qualified Health Clinic, Rural Health Clinic, or a hospital with an affiliated Rural Health Clinic?
3. Where is your primary clinic location, and what geographic area do you serve?
4. Approximately how many patients does your organization serve annually?
5. How would you describe the pregnant population you serve (e.g., rural residents, Medicaid-enrolled patients, communities of color, adolescents, uninsured)?

Statement of Interest

1. Why is your organization interested in participating in the Centering Pregnancy initiative?
2. How does group prenatal care align with your organization's mission, strategic priorities, or current maternal health efforts?
3. What community or patient needs do you believe Centering Pregnancy could help address?

Prenatal Care Capacity

1. What prenatal care services does your organization currently provide?
2. What clinical staff are involved in prenatal care (e.g., OBs, CNMs, family medicine providers, nurses, medical assistants)?
3. Would you be interested in expanding your care team to include doulas or community health workers?
4. Approximately how many pregnant patients do you serve each year?
5. Do you have prior experience with group visits, shared medical appointments, or care model transformation? If so, please describe.

Readiness and Commitment

1. How is organizational leadership supporting participation in this initiative?
2. What staff roles do you anticipate dedicating to Centering Pregnancy implementation?
3. Do you have [space available \(or a plan to create space\)](#) for group prenatal care sessions?

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4. What experience does your organization have with quality improvement, data collection, or participation in learning collaboratives?
5. Are you able and willing to participate in required training, technical assistance, evaluation, and reporting activities?
6. Are you able and willing to participate in technical assistance to explore billing models to support the sustainability of the Centering Pregnancy model? If so, can you explain how you anticipate this working?

Health Equity and Community Impact

1. What maternal or infant health inequities are most prevalent in your service area?
2. How do you anticipate Centering Pregnancy will help reduce disparities or improve access to care?
3. What meaningful changes do you hope to see for patients and families as a result of participating in this initiative?

Implementation Vision

1. How many Centering Pregnancy cohorts do you anticipate offering each year during the initial implementation period?
2. What challenges do you anticipate in implementing group prenatal care, and how might you address them?

Primary Contact Information

1. Who will serve as the primary point of contact for this LOI?
2. What are this individual's title, email address, and phone number?