

Northern Research to Results (NR2)

Pitch Guidelines

Questions, e-mail: research@northernhealth.ca

The Northern Research to Results (NR2) Pitch Event is an interactive and collaborative component of the NR2 funding competition designed and supported by Northern Health, Health Research BC, and Spirit of the North Healthcare Foundation to enable research and implementation capacity in the North. As the NR2 Research Award is highly competitive, only selected applicants from the Letter of Intent (LOI) stage will be invited to participate in the Pitch Event on **February 4, 2027**.

I. Generals

Selected applicants following a successful Letter of Intent (LOI) submission will be invited to deliver a maximum **8-minute pitch** outlining their proposed research and/or implementation project to a panel of judges and a live audience comprised of researchers, funding partners, healthcare leaders, persons with lived experience, and interested general public.

The Pitch Event is intended to do more than determine which teams advance in the competition. It is designed to help applicants strengthen their research and implementation ideas, and to refine pathways to impact for a potential 24-month funding period. Teams will receive practical and expert feedback from health system professionals, operational leaders, researchers and persons with lived experience. This exercise is a unique opportunity to help applicants further develop their projects, whether for the NR2 competition and/or future funding opportunities to continue enabling research capacity in the North.

The Pitch Event is also designed to serve as a public-facing opportunity to showcase regionally relevant health research and implementation initiatives, foster collaboration among researchers, operational leaders, persons with lived and living experience, foundations, donors, and other health system interest holders, and reinforce a shared commitment to mobilizing research into meaningful improvements in health care delivery and outcomes in the Northern region.

In summary, the Pitch Event seeks to:

- Provide selected LOI applicants with a live opportunity to present their research and/or implementation ideas in a clear, concise, and compelling format.
- Discuss and assess alignment of pitch ideas with NH's priorities and operational realities.
- Explore capacity development and implementation feasibility by understanding whether projects are viable and feasible to demonstrate change and impact within 24 months.

- Provide constructive feedback that helps applicants strengthen their full application or to explore future funding opportunities.
- Create opportunities for attendees: researchers, clinicians, donors, persons with lived experience, health system leaders, and the public to learn about emerging research ideas and/or implementation opportunities and build connections.
- Support engagement and broader participation in the selection process.
- Select up to **three ideas/projects** to be invited to submit a full application by **March 19, 2027**.

II. Pitch event format and structure

Up to five LOI's submissions will be invited to pitch their idea of projects. **15 minutes will be allocated for each project pitch.**

- Each team will deliver an **8-minute pitch** based on this pitch guidelines content that will resemble a full application structure. *Note:* teams are encouraged to have at least two members involved in delivering the pitch, including a Northern Health team member.
- Each pitch will be followed by a **7-minute judge feedback** and question period with approximately 3 questions or comments for each team.

After all teams have delivered their pitches, judges will enter a final deliberation period which may also include audience voting.

- Following deliberations, **three pitch ideas/projects** will be invited to advance to the full application stage.

Structure

- The pitches should be designed to tell a clear story about the research and/or implementation ideas in a concise and compelling format. **Teams are encouraged to be creative in use of media, for example: slides, video, infographics, or any combination.**
- If presentation format is chosen, it is recommended to limit the presentation to **8-10 slides**.
- Plain language emphasis: Applicants are strongly encouraged to convey in **plain language** not only the research/implementation potential and alignment to Northern priorities and operational capacity, but also how the work will lead to meaningful change within the 24-month funding period.

III. Evaluation Criteria and Weighting

Criteria	Weight
1. Issue Identified and Addressed by the Project	20 %
2. Alignment with NH Priorities and Capacity Development in the North	15 %
3. Research Approach and/or Implementation Proposed Solution	15 %
4. Implementation, Sustainability, and Expected Impact	15 %
5. Feasibility, Readiness, and Use of Funds	15 %
6. Team, Partnerships and Engagement	15 %
7. Pitch Effectiveness	5 %
Total	100%

Criteria, weight, and guiding questions

1. Issue Identified and Addressed by the Project (20 Points)

Guiding questions

- Is the gap, opportunity or problem clearly articulated?
- Is it clear what healthcare problem, service delivery issue or opportunity for improvement the project addresses?
- Is there strong rationale provided to demonstrate the need in Northern BC?
- Are the affected groups or populations clearly identified?
- Is there alignment with community and/or patient needs and interests?

2. Alignment with NH Priorities and Capacity Development in the North (15 Points)

Guiding questions

- Does the project align with Northern Health strategic and/or operational priorities?
- Is the NH Executive sponsor and their role in supporting the project clearly defined?
- Is there a clear rationale for why this project should be carried on as part of this competition and put into practice in the subsequent months?

- Is there a specific and intentional approach to developing capacity that will enhance and extend research and implementation capacities in the North?

3. Research Approach and/or Implementation Proposed Solution (15 Points)

Guiding questions

- Does it build on existing evidence? Are there best practices or projects that could inform the proposed approach? Alternatively, is the project geared towards addressing an identified evidence gap?
- Is the primary research question and/or implementation objectives clearly articulated?
- Is the proposed solution and/or intervention (e.g., model, practice change, tool,) and its implementation clearly described and does it involve an evidence-informed approach?
- Is it clear how the proposed solution is expected to improve the current state of healthcare or operational practice?

4. Implementation, Sustainability, and Expected Impact (15 Points)

Guiding questions

- Is there a strong and credible path to adoption and successful implementation strategies?
- Is the project aligned or feasible to integrate into existing work/projects/teams within NH?
- Is sustainability considered?
- Is there potential for broader system impact or scalability?

5. Feasibility, Readiness, and Use of Funds (15 Points)

Guiding questions

- Is the project achievable within 24 months?
- Is the proposed use of funding appropriate?
- Are timelines realistic?
- Are risks understood and addressed?

6. Team, Partnerships and Engagement (15 Points)

Guiding questions

- How is the work situated in relation to the people in NH who would be involved in sustaining it? (Is there strong evidence of NH buy-in and membership as part of the proposed team?)
- Is the team engaging with relevant partners in the North?

- Are Northern patients, communities, and people with lived experience appropriately involved and engaged?

7. Pitch Effectiveness (5 Points)

Guiding questions

- Was the pitch clear, concise, and engaging?
- Were complex ideas communicated effectively?
- Did presenters stay within the allotted time?

Do you have questions not addressed in this document? E-mail:
research@northernhealth.ca