



**HRSA**  
**Healthy**  
**Grants**  
**WORKSHOP**  
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# The Grants QSMO: Improving the Federal Grants Experience

Healthy Grants Workshop  
*July 27, 2022*

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Grants Quality Service Management Office (Grants QSMO)

**Vision: Healthy Communities, Healthy People**



# Agenda

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- Role of the Grants Quality Service Management Office (Grants QSMO)
- Grants QSMO Initiatives:
  - Increasing Login.gov Adoption
  - Improving Customer Experience
- How the Grants Community Can Get Involved

# Quality Services Management Offices (QSMOs)

Established by OMB Memo M-19-16, Quality Service Management Offices (QSMOs) are the latest efforts **across multiple Presidential Administrations to leverage Shared Services to improve agency mission delivery.**

## Responsibilities of Designated QSMOs

Designated QSMOs serve as government-wide storefronts, offering multiple solutions for technology and services in their functional area

1. Operate as storefronts for agencies to provide better access shared service tools in their functional area
2. Focus on Customer Experience for Federal and Public users
3. Leverage data as a strategic asset and drive data standards adoption
4. Continued support for QSMO mission in multiple recent OMB policy memos

## Four Designated QSMOs

### FINANCIAL MANAGEMENT



### CYBER SECURITY



### CIVILIAN HR



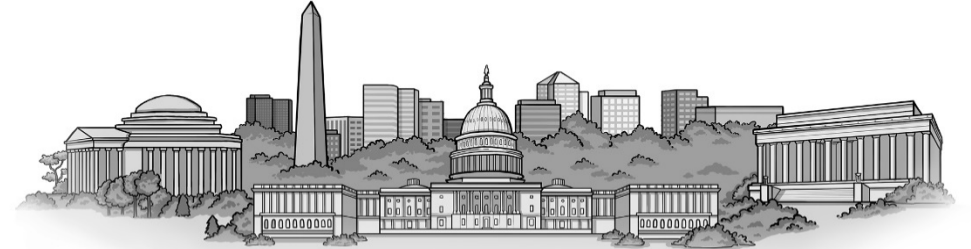
### GRANTS MANAGEMENT



# Grants QSMO: Transforming Grants Management



Grant Recipients



Awarding Agencies

Grants QSMO works across the grants ecosystem to **empower and enable applicants, recipients, and federal awarding agencies to efficiently and effectively deliver on the grants mission.**



**EASE BURDEN AND  
DRIVE EFFICIENCIES**



**RESPOND TO  
CUSTOMER NEEDS**



**LEVERAGE DATA AS  
A STRATEGIC ASSET**

## WE ARE NOT

- ❑ A policy-making office
- ❑ The standards lead for grants management
- ❑ An HHS exclusive initiative or public organization

# MythBusters: Grants QSMO Edition (Poll #1)

**TRUE OR FALSE?**

**The Grants QSMO owns and operates  
GrantSolutions**



# MythBusters: Grants QSMO Edition (Poll #2)

## TRUE OR FALSE?

**The Grants QSMO is the standards lead for federal grants management**

# What We Do as the Grants QSMO

## PARTNER WITH AWARDING AGENCIES

We collaborate with 49 Federal Awarding Agencies to:

- Understand their needs, challenges, and objectives
- Advise on grants IT investments
- Identify opportunities for collaboration across the federal government

## PARTNER WITH SERVICE PROVIDERS

We work with Marketplace shared service providers to:

- Identify areas for improvement in customer experience and performance
  - Promote adoption of grants standards through QSMO-validation
- Collaborate on strategies for grants system modernization

## INCREASE COLLABORATION

We engage with all stakeholders in the grants community to:

- Increase transparency by sharing information
- Serve as a community builder
- Improve the overall grants experience for stakeholders including recipients

**GRANTS  
QSMO  
MARKETPLACE**

## PROMOTE INNOVATION

We are employing the Grants QSMO Marketplace to:

- Respond to evolving awarding agency needs
- Encourage shared service adoption
- Collect feedback to inform strategic priorities



# Increasing Login.gov Adoption





# GSA's Login.gov Improving the Recipient Experience

Recipient single ID and password: *fast, secure, seamless*

## Grantor Benefits

Reduces cyber criminal attack surface  
Lower cost for development and O&M by eliminating duplicative functionality  
Reduces application/helpdesk support overhead

## Applicant/Recipient Benefits

Opens door to cohesive user experience by blurring application boundaries  
Reduced time to access resources  
Reduced cognitive load in maintaining username/passwords

Estimated recipient cost avoidance

**\$6.5M\***

annually in reduced login time

**\$1.4M\*\***

annually in reduced password reset time



## Coverage in the Grants Market

For Grants Management, a majority of grants volume is authenticated through Login.gov:

- GSA SAM.gov
- GSA FSRS.gov
- HHS Grants.gov
- HHS GrantSolutions
- HHS eRA
- HHS Payment Management System (PMS)
- National Science Foundation (NSF) Research.gov
- Treasury Salesforce – ORP (DO)

\*Reduced login time: FY2020 Grant Volume (417,133) x Monthly reduction in logins (3) x 12 months x Average recipient salary (\$50,000/year) x Time saved per login (1 minute)

\*\*Reduce password reset time: FY 2020 Grant Volume (417,133) x Number of saved password resets per year (3) x Average recipient salary (\$50,000/year) x Time saved per automated reset (4 minutes) Note: Times for login and automated reset are based on current Login.gov functionality

# Poll #3: Applicant/Recipient view of Login.gov

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What feature is most important to enhance the grants system login experience?

- A. Role/User Management
- B. Reduced Number of Usernames/Passwords
- C. Multiple Profiles for One Entity
- D. Other



# Improving Customer Experience



# Developing a Customer Experience Strategy

The Grants QSMO is developing a **Customer Experience Strategy and Roadmap** that identifies near- and long-term strategic priorities to better serve our federal awarding agency, shared service provider, and grant applicant/recipient stakeholders.

Over the past four (4) months the team has completed the following:



**11 Stakeholder Interviews**



**3 Internal CX Workshops**



**8 CX Materials Developed**

# CX Workshop Outputs: Personas & Journey Maps

## Personas



- Personas help us understand **what matters most** to customers and **create empathy** when we are designing processes and services.
- The team developed **six personas** involved in the management of and investment in grants management IT systems.

## Journey Maps



- Journey maps are used to identify **customer needs, pain points, and opportunities** in a systematic way.
- The team developed **two journey maps** documenting the grants management lifecycle and process for grants IT investments.

# Customer Experience Strategy: Next Steps



Finalize and operationalize our Customer Experience Strategy & Roadmap



Identify opportunities to develop recipient focused Personas & Journey Maps



Conduct design workshops and usability testing to evolve our Marketplace website

# How the Grants Community Can Get Involved



# Poll #4: Applicant/Recipient Pain Points

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What is the greatest challenge you currently face in the grants process?

- A. Application Process
- B. Multitude of Grants IT Systems
- C. Requesting/Receiving Funds
- D. Reporting Requirements
- E. Other





# How to Get Involved



## **Federal Employees and Contractors:**

Visit our Grants QSMO Collaboration site (<https://community.max.gov/x/xyikfw>), explore the available resources, and keep an eye on the site for updated content.



## **Vendors/Industry:**

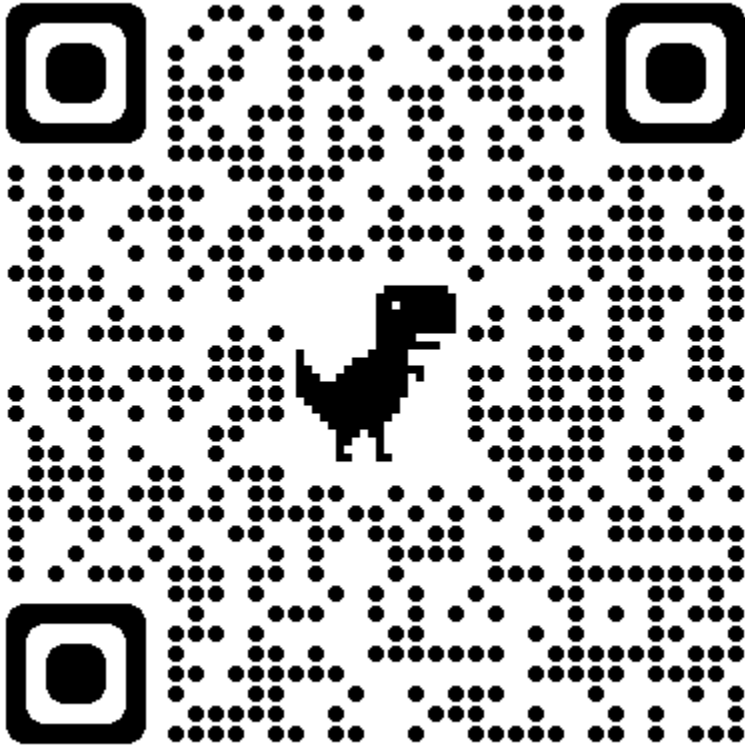
We are interested in understanding how to best engage with the community and obtaining feedback on the current grants management landscape. If you have insight or suggestions, please reach out to us at [GrantsQSMO@hhs.gov](mailto:GrantsQSMO@hhs.gov).



## **Applicants/Recipients:**

Email us at [GrantsQSMO@hhs.gov](mailto:GrantsQSMO@hhs.gov) to ask us any questions you have on the Grants QSMO and marketplace of solution/service offerings, volunteer for user centered design sessions, provide feedback, and more!

# Thank You for Attending!



Scan the QR code to the left or follow the link below to provide us feedback on today's session:

<https://survey3.medallia.com/?HealthyGrants-Workshop>

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