



**Pfizer Announces
Management of Non-Communicable Diseases (NCD) for Health Care
Providers
Competitive Grant Program – Internal Review Process**

I. Background

Pfizer Global Medical Grants (GMG) supports the global healthcare community’s independent initiatives (e.g., research, quality improvement, or education) to improve patient outcomes in areas of unmet medical need that are aligned with Pfizer’s medical and/or scientific strategies.

Pfizer’s GMG competitive grant program involves a publicly posted general Request for Proposal (RFP) that provides detail regarding a general area of interest, sets timelines for review and approval, and uses an internal Pfizer review process to make final grant decisions. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the specific RFP.

For all independent medical education grants, the grant requester (and ultimately the grantee) is responsible for the design, implementation, and conduct of the independent initiative supported by the grant. Pfizer must not be involved in any aspect of project development, nor the conduct of the independent education program.



II. Eligibility

Geographic Scope:	United States, Canada, Japan, Europe
Applicant Eligibility Criteria	<ul style="list-style-type: none"> • The following may apply: medical, dental, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations and medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement. • If the project involves multiple departments within an institution and/or between different institutions / organizations / associations. all institutions must have a relevant role and the requesting organization must have a key role in the project. • For projects offering continuing education credit, the requesting organization must be accredited.

III. Requirements

Date RFP Issued	<ul style="list-style-type: none"> • June 15, 2020
Clinical Area	<ul style="list-style-type: none"> • The evidence-based management of chronic conditions that are commonly seen in primary care with a focus on cardiovascular risk and the prevention of morbidity & mortality; mental disorders including depression & anxiety); chronic pain, adherence to medication and healthy aging
General Area of Interest for this RFP:	<p>COVID-19 pandemic is a sobering reminder that NCD patients are uniquely and more seriously affected by communicable illnesses. The evidence from multiple countries at the epicenter of the pandemic clearly shows that people living with NCDs (PLWNCs) are more vulnerable to contracting COVID-19 and are also at substantially higher risk of becoming severely ill or dying from the virus.^{1, 2, 3}</p> <p>The area of interest relates to proposals that will lead to benefit patients living with NCD, in prevention, overall management (whether or not related to COVID-19 or not). Assessing the burden of NCD and offering relevant solutions. programs will be also be prioritized based on the overall impact.</p>

¹ NCD Alliance. (2020). Briefing Note: Impacts of COVID-19 on people living with NCDs. *NCD Alliance*.

² Wu, Z. & McGoogan, J. (2020). Characteristics of and Important Lessons From the Coronavirus Disease 2019 (COVID-19) Outbreak in China. Summary of a Report of 72,314 Cases from the Chinese Center for Disease Control and Prevention. *Journal of the American Medical Association*

³ World Health Organization. (2020). COVID-19 and NCDs: Preliminary Results. Rapid assessment of service delivery for noncommunicable disease (NCDs) during the COVID-19 pandemic. *World Health Organization*.

71% of all deaths worldwide are attributable to cardiovascular disease, cancer, diabetes, chronic respiratory disease, and other chronic conditions collectively known as noncommunicable diseases (NCDs).⁴

The burden of NCDs is evident across high-, middle-, and low-income countries. However, there are distinct differences among regions, which suggests the need for targeted intervention strategies.^{5,6} Increasing age and poor adherence are the key drivers for NCDs in high income countries (HICs)^{4, 7, 8}. CVD, population growth, and urbanization are pronounced drivers in Low-middle income countries (LMICs).^{4, 9} These burdens have become if anything more relevant in the COVID-19 era, where those with comorbidities have suffered disproportionately.^{10, 11}

The pandemic makes clear that the health workforce is the backbone of health systems and it reinforces the urgency to prepare and strengthen health workers in areas where health system capacity and infrastructure are least developed provide sustainable financing and build resilience. This also reinforces the central role of the NCD community.

It is our intention to support multiple grants in response to this RFP posting.

Organizations may develop proposals towards either gap listed below or provide a comprehensive grant that address both:

1. Continuing Professional Development / Medical Education Program that seeks practice and knowledge improvements initiative between experts and providers (specialists and non-specialists) around the world with access to the most up-to-date information and resources on screening for and preventing non-communicable diseases (NCDs). Component of the professional development/Medical Education program to needs to focus on leading causes of morbidity and mortality that will bridge gaps in knowledge and inform on advances in clinical practice
2. Initiative towards Improvements in healthcare systems are paramount in effective management of NCDs. Today, patients are faced with fragmented systems, lack of coordination across HCPs, gaps in access to PCPs who have been adequately trained in NCDs, and little influence over their treatment.

⁴ Pfizer Upjohn. (2020). *Leading the Conversation on Noncommunicable Diseases Worldwide: An Evidence-Based Review of Key Research and Strategies to Develop Sustainable Solutions*.

⁵ Stringhini, S. & Bovet, P. (2017). Socioeconomic status and risk factors for non-communicable diseases in low-income and lower-middle-income countries. *The Lancet*, 5(3), E230-E231. DOI: 10.1016/S2214-109X(17)30054-2

⁶ Checkley et al. (2014). Management of Noncommunicable Disease in Low- and Middle-Income Countries. *Glob Heart*, 9(4), 431-443. DOI: 10.1016/j.ghheart.2014.11.003

⁷ Cutler, R. et al. (2018). Economic impact of medication non-adherence by disease groups: a systematic review. *BMJ Open*, 8(1), e016982.

⁸ Monaco et al. (2020). Integrated care for the management of ageing-related non-communicable diseases: current gaps and future directions. *Aging Clinical and Experimental Research*. DOI: 10.1007/s40520-020-01533-z

⁹ The Lancet Diabetes & Endocrinology [Editorial]. (2017). Urbanisation, inequality, and non-communicable disease risk. *Lancet Diabetes Endocrinol*, 5(5), 313.

¹⁰ Basu, S. (2020). Non-communicable disease management in vulnerable patients during Covid-19. *Indian Journal of Medical Ethics*, 5(2), 103-105

¹¹ Dyer, O. (2020). Covid-19: Pandemic is having "severe" impact on non-communicable disease care, WHO survey finds. *The British Medical Journal*, 369.

<p>Target Audience:</p>	<p>Organizations (both large and small) supporting quality improvements and filling educational gaps with a clear focus on NCDs, such as:</p> <ul style="list-style-type: none"> • Healthcare institutions (both large and small) • Professional associations and medical societies; • Medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement
<p>Expected Approximate Monetary Range of Grant Applications:</p>	<p>Expected approximate range of grant awards: \$20,000 to \$250,000 USD. We will consider larger grants depending on the size and scope of the program.</p> <p>The grant amount Pfizer/Upjohn will be prepared to fund will depend upon the evaluation of the proposal and costs involved and will be stated clearly in the approval notification.</p>
<p>Key Dates:</p>	<ul style="list-style-type: none"> • RFP release date: June 15, 2020 (re-released July 7, 2020) • Grant Application due date: July 20, 2020 <p>Please note the deadline is 23:59 Eastern Standard Time (e.g. New York, GMT -5).</p> <ul style="list-style-type: none"> • Anticipated Grant Award Notification Date: August 17, 2020 <p><i>*Processing time may take longer for organizations outside of the U.S.</i></p> <ul style="list-style-type: none"> • Grants will be distributed following a fully executed agreement. • Anticipated Project Start and End Dates: September 2020 to September 2021
<p>How to Submit:</p>	<ul style="list-style-type: none"> • Please go to www.cybergrants.com/pfizer/knowledge and sign in. First-time users should click “Create your password”. • In the application: <ul style="list-style-type: none"> ○ For the question “What type of request are you submitting?” select Response to a Request for Proposal (RFP) ○ For the question “Are you replying to a Request for Proposal as part of the Competitive Grant Program?” select Yes ○ Select the following Competitive Grant Program Name: 2020 Upjohn G – Management of NCDs for HCPs ○ Select the following Primary Area of Interest: Noncommunicable Diseases • Requirements for submission: Complete all required sections of the online application and upload your project proposal (see Appendix) in the General RFP Submission field. • If you encounter any technical difficulties with the website, please click

	<p>the “Technical Questions” link at the bottom of the page.</p> <p>IMPORTANT: Be advised applications submitted after the due date will not be reviewed by the committee.</p>
Questions:	<ul style="list-style-type: none">• If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Renee Yip (Renee.Yip@pfizer.com), with the subject line “Management of Non-Communicable Diseases (NCD) for Health Care Providers released on June 15th 2020.”
Review and Approval Process	<p>Grant requests received in response to a general RFP are reviewed by Pfizer to make final grant decisions</p>
Mechanism by which Applicants will be Notified:	<ul style="list-style-type: none">• All applicants will be notified via email by the dates noted above.• Applicants may be asked for additional clarification during the review period.

IV. Terms and Conditions

Please take note every RFP released by Pfizer Global Medical Grants (GMG) is governed by specific terms and conditions. These terms and conditions can be reviewed [here](#).

Appendix A

General RFP Submission Requirements

Project Proposals should be single-spaced using Calibri 12-point font and 1-inch margins. Note there is a 15-page limit exclusive of references. Please include the following:

Goals and Objectives	<ul style="list-style-type: none"> Briefly state the overall goal of the project. List the objectives you plan to meet with your project, in terms of learning and expected outcomes.
Needs Assessment for the Project	<ul style="list-style-type: none"> Include a description of your organization's needs assessment for this proposed project which may include a quantitative baseline data summary, initial metrics, or a project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in your target area.
Target Audience	<ul style="list-style-type: none"> Describe the primary audience(s) targeted for this project. Indicate whom you believe will directly benefit from the project outcomes. Describe the overall population size as well as the size of your sample population.
Project Design and Methods	<ul style="list-style-type: none"> Describe the planned project, the educational approach, and the way the planned methods address the established need.
Innovation	<ul style="list-style-type: none"> Explain what measures you have taken to assure that this project is original and does not duplicate other projects or materials already developed. Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions.
Evaluation and Outcomes	<ul style="list-style-type: none"> In terms of the metrics used for the needs assessment, describe how your organization will determine if the gap was addressed for the target group. Identify the sources of data your organization anticipates using to make the determination. Describe how your organization is expected to collect and analyze the data. Explain the method used to control for other factors outside this project (e.g., use of a control group or comparison with baseline data). Quantify the amount of change expected from this project in terms the target audience. Describe how your organization will determine if the target audience was fully engaged in the project.
Dissemination Plan	<ul style="list-style-type: none"> Describe how the project may have extended benefit beyond the grant. Will the teaching materials be made available to others to use? Will there be tools or resources that are made publicly available beyond the initial project. Describe how the project outcomes might be broadly disseminated.

Anticipated Project Timeline	<ul style="list-style-type: none">• Provide an anticipated timeline for your project including project start/end dates.
Additional Information	<ul style="list-style-type: none">• If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here.
Organization Detail	<ul style="list-style-type: none">• Describe the attributes of the institutions/organizations that will support and facilitate the execution of the project, the leadership of the proposed project, and the specific role of each institution in the proposed project.
Budget Narrative	<ul style="list-style-type: none">• Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application• While estimating your budget please keep the following items in mind:<ul style="list-style-type: none">○ Independent Medical Education Grants awarded by GMG cannot be used to purchase therapeutic assets (prescription or non-prescription).○ Overhead rates of up to 28% of the total proposed project budget may be supported by Pfizer.