



**Pfizer and Duke Announce an [Independent Medical Education Grant RFP](#)
*Providing Access to Learning Resources for
Tobacco Dependence Treatment*
*Competitive Grant Program – expert panel 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 Request for Proposal (RFP) that provides detail regarding a specific area of interest, sets timelines for review and approval, and uses an expert review panel (ERP) to make final grant decisions. Organizations are invited to submit an application addressing the specific gaps in knowledge as outlined in the specific RFP.

The Duke Tobacco Treatment Education Program is designed to help medical providers provide more effective tobacco use treatment. This interactive course is a total of 15 hours with 9 hours of video-based training and 6 hours of live web-based training. The course will focus on skills and knowledge that are most useful to medical providers in their day-to-day practice including contemporary use of pharmacotherapy and effective behavioral techniques for treatment of tobacco dependence. The course will include multiple case examples with discussion to provide guidance for commonly encountered clinical situations.

II. Eligibility

Geographic Scope:	<ul style="list-style-type: none"> • Saudi Arabia, Egypt, South Africa and Gulf Markets (UAE, Kuwait, Qatar, Bahrain, Oman)
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. • Access to Duke’s educational curriculum in tobacco dependence treatment can only be awarded to organizations under this RFP, not individuals.

III. Requirements

Date RFP Issued	<ul style="list-style-type: none"> • February 1, 2021
Clinical Area	<ul style="list-style-type: none"> • Smoking Cessation/Tobacco Dependence Treatment
General Area of Interest for this RFP:	<ul style="list-style-type: none"> • To broaden access to Duke’s educational curriculum in tobacco dependence treatment for members of organizations which demonstrate a commitment to sustainable tobacco treatment education. Ultimately, this will improve patients’ awareness of the harms of tobacco and their chances of successfully stopping tobacco use. • Duke’s interactive web-based Tobacco Treatment Education Program for Medical Providers is designed to support health care providers develop important skills and deliver the best possible patient care. The 15 hour online course consists of videos, lectures, and a variety of interactive activities inviting participants to apply learning to actual cases. • It is expected that all applications will include a needs assessment detailing why access to online Tobacco Treatment Education Program would benefit the applying organization, and also an implementation plan detailing how the training will be utilized and disseminated. Furthermore, it is expected that successful organizations will commit to evaluating the learning outcomes from the program.

Target Audience:	<ul style="list-style-type: none">• Healthcare institutions (both large and small), academic institutions, nursing, allied health and medical schools, and other organizations with a mission related to healthcare.• We will allow up to 40 attendees in each course. Individual applications requesting institution access for up to 20 participants will be considered.
Expected Approximate Monetary Range of Grant Applications:	<ul style="list-style-type: none">• Please note that no funds will be transferred to the organizations to whom access to the online Tobacco Treatment Education Program is awarded. Access will be purchased on behalf of the successful organizations by Pfizer, and access granted by Duke.• The funding required for provision of access for users increases with the number of users included within the application, and as such, it is important that the projected outcomes of the application are commensurate with the number of program users requested.• Pfizer will clearly state in any approval notification, the review panel's rationale for supporting a given institution's application and the number of users that shall be granted access at that institution.• Access to the online Tobacco Treatment Education Program will be granted to successful applicants for a period of 6 months. Following the course, organizations will have another 3 months to evaluate the impact of the program and any changes that they have made to clinical practice as a result.
Key Dates:	<ul style="list-style-type: none">• RFP release date: February 1, 2021• Grant Application due date: April 1, 2021 <p>Please note the deadline is 23:59 Eastern Standard Time (e.g. New York, GMT -5).</p> <ul style="list-style-type: none">• Review of applications by expert review panel: May 2021• Anticipated Grant Award Notification Date: June 2021• Grants will be distributed following a fully executed agreement.• Anticipated Project Start Date: July 2021 <p>The anticipated start date should be at least 4 weeks after the anticipated grant award notification date.</p>

<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: 2021 Pfizer and Duke – Access to Learning Resources for Tobacco Dependence Treatment ○ Select the following Primary Area of Interest: Smoking Cessation/Tobacco Dependence Treatment • 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 the “Technical Questions” link at the bottom of the page. <p>IMPORTANT: Be advised applications submitted after the due date will not be reviewed by the committee.</p>
<p>Questions:</p>	<ul style="list-style-type: none"> • If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Renee.Yip@pfizer.com, or to quit@duke.edu, with the subject line “2021 Pfizer and Duke – Providing Access to Learning Resources for Tobacco Dependence Treatment”
<p>Grant Agreements:</p>	<ul style="list-style-type: none"> • If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer. Please click here to view the core terms of the agreement. • Pfizer has drafted the terms of these agreements to be balanced and reasonable and to further the goals of both parties. Negotiating grant agreements requires significant resources, so please ensure that your institution (including your legal department) is able and willing to abide by these terms before proceeding with submission of your application as they will need to be accepted in their entirety.
<p>Review and Approval Process</p>	<ul style="list-style-type: none"> • Grant requests received in response to a general RFP are reviewed by an expert review panel (ERP) to make final grant decisions.
<p>Mechanism by which Applicants will be Notified:</p>	<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.

Appendix A

Please [click here](#) to access a Word version of the Project Proposal Form.

2021 Pfizer and Duke Providing Access to Learning Resources for Tobacco Dependence Treatment Project Proposal Form	
This Project Proposal should be completed in English in 12-point Calibri Font and should not exceed 4 pages, including 1 page for Organizational Detail. The completed form should be uploaded into the grant application in the “General RFP Submission” field.	
Applicant Organization Name	
Needs Assessment and Project Goal	Describe the knowledge gap that the training would address. Briefly describe how access to the online Tobacco Treatment Education Program could improve health care provider education, continuing professional development and patient care at your organization (e.g. cite the number of health care providers you expect to receive training through the course and the changes to clinical outcomes you expect to see as a result).

Implementation Plan	<p>Please outline how you plan to incorporate use of the online Tobacco Treatment Education Program into your organization’s training schedule.</p>
Evaluation Measures and Metrics	<p>What measures and metrics will you use to evaluate the success of the project? <i>Ensure robust plan to capture baseline and end-of-project metrics. Describe the source and method used to collect the data. Describe how the baseline data was analyzed to determine that a gap in provider education existed. If a full analysis has not yet been conducted, please include a description of your plan to obtain this information.</i></p>
Educational Sustainability	<p><i>How will the project support ongoing education for healthcare providers at your organization?</i></p>

Organizational Detail
(1 page maximum)

Describe the mission, capability, and relevant previous activity of the applicant organization and how it will facilitate the project.