



**Bristol-Myers Squibb/Pfizer Alliance Announces an
Independent Medical Education Grant RFP**

***Atrial Fibrillation and Venous
Thromboembolism***

Competitive Grant Program - internal review process

I. Background

Pfizer and Bristol-Myers Squibb (BMS) are collaborating to provide grant support for continuing professional education in the areas of atrial fibrillation and venous thromboembolism. We are committed to supporting innovative, independent medical education for healthcare professionals. Grants via this collaboration will be funded by Pfizer, but reviewed and approved by both companies.

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:	Global (excluding United States)
Applicant Eligibility Criteria	<ul style="list-style-type: none"> • The following may apply: medical, 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"> • April 1, 2021
Clinical Area	<ul style="list-style-type: none"> • Atrial Fibrillation/Venous Thromboembolism
General Area of Interest for this RFP:	<ul style="list-style-type: none"> • Projects that will be considered for Pfizer support will focus on improving the care of patients by addressing knowledge gaps in following areas. Grant proposals can address either Atrial Fibrillation (AF) or Venous Thromboembolism (VTE) or both areas. <ul style="list-style-type: none"> ○ AF: <ul style="list-style-type: none"> ▪ Updates on anticoagulation guidelines/guidance ▪ Anticoagulation in special populations (i.e. elderly/fragile, obese, renal, comorbidities and/or polypharmacy) ▪ Anticoagulation and cardiac peripheral procedures (i.e. bioprosthetic valves, ablation, cardioversion) ▪ Increasing and scale-up AF diagnosis and its impact in morbidity and mortality ○ VTE: <ul style="list-style-type: none"> ▪ VTE and length of anticoagulation treatment ▪ VTE bleeding and thrombosis risk assessment through

	<p>patient characteristic (age, comorbidities, etc.)</p> <ul style="list-style-type: none"> ▪ New data on cancer associated (Ca-VTE) thrombosis management ▪ Updates on anticoagulation guidelines/guidance <p><i>It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.</i></p>												
<p>Target Audience:</p>	<ul style="list-style-type: none"> • Cardiologists, Interventional Cardiologists, Oncologists, Primary Care Providers, Emergency Department (ED) physicians, VTE specialists, Hematologists, Pulmonologists, Allied Healthcare Professionals (ie, NPs, PAs, pharmacists), and other healthcare professionals involved in the care of patients with CV disease. 												
<p>Expected Approximate Monetary Range of Grant Applications:</p>	<ul style="list-style-type: none"> • The total available budget related to this RFP is approximately \$900,000 USD. • The typical grant maximum under this RFP will be up to \$150,000 USD. However, larger proposals may be considered for funding if they include a broad geographical scope and multiple activities. • This RFP will remain open while funds last. Once the full budget is spent the RFP will be closed and new requests will no longer be accepted. 												
<p>Key Dates:</p>	<ul style="list-style-type: none"> • RFP release date: April 1, 2021 • Applications will be accepted on rolling basis through September but reviewed based on the timelines below. <table border="1" data-bbox="553 1333 1464 1671"> <thead> <tr> <th>Application Submitted by</th> <th>Decision Notification Date*</th> <th>Anticipated Project Start Date*</th> </tr> </thead> <tbody> <tr> <td>May 3, 2021</td> <td>June 1, 2021</td> <td>August 2021</td> </tr> <tr> <td>July 1, 2021</td> <td>August 1, 2021</td> <td>October 2021</td> </tr> <tr> <td>September 1, 2021</td> <td>October 1, 2021</td> <td>December 2021</td> </tr> </tbody> </table> <p>*Start date will be individualized and dependent on decision notification date. Processing time may take longer for organizations outside of the U.S.</p>	Application Submitted by	Decision Notification Date*	Anticipated Project Start Date*	May 3, 2021	June 1, 2021	August 2021	July 1, 2021	August 1, 2021	October 2021	September 1, 2021	October 1, 2021	December 2021
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<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 IM G: AF and VTE Education ○ Select the following Primary Area of Interest: CVM - Anti-coagulation (AFIB, VTE) • 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, Jessica Romano (Jessica.Romano@pfizer.com), with the subject line “2021 IM G – AF and VTE Education.”
<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 Pfizer 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.

References

AF:

1. Gerhard Hindricks, et al. 2020 ESC Guidelines for the diagnosis and management of atrial fibrillation developed in collaboration with the European Association for Cardio-Thoracic Surgery (EACTS): The Task Force for the diagnosis and management of atrial fibrillation of the European Society of Cardiology (ESC) Developed with the special contribution of the European Heart Rhythm Association (EHRA) of the ESC. *European Heart Journal*, 2021; 42(5): 373–498.
2. Jean-Philippe Collet, et al. 2020 ESC Guidelines for the management of acute coronary syndromes in patients presenting without persistent ST-segment Elevation. *European Heart Journal*. doi/10.1093/eurheartj/ehaa575.
3. Jan Steffel, et al. The 2018 European Heart Rhythm Association Practical Guide on the use of non-vitamin K antagonist oral anticoagulants in patients with atrial fibrillation. *European Heart Journal*, 2018; 39(16): 1330–1393.
4. Helmut Baumgartner, et al. 2017 ESC/EACTS Guidelines for the management of valvular heart disease. *European Heart Journal*, 2017; 38(36): 2739–2791

VTE:

5. Konstantinides SV, et al. 2019 ESC Guidelines for the diagnosis and management of acute pulmonary embolism developed in collaboration with the European Respiratory Society (ERS): The Task Force for the diagnosis and management of acute pulmonary embolism of the European Society of Cardiology (ESC). *Eur Heart J* 2020; 41: 543–603.
6. Gary H. Lyman, et al. American Society of Hematology 2021 guidelines for management of venous thromboembolism: prevention and treatment in patients with cancer. *Blood Advances*, 2021; 5(4): 927-974.
7. Khorana AA, et al. Role of direct oral anticoagulants in the treatment of cancer-associated venous thromboembolism: guidance from the SSC of the ISTH. *J Thromb Haemost*. 2018; 16(9): 1891-1894.
8. Farge D, et al. 2019 international clinical practice guidelines for the treatment and prophylaxis of venous thromboembolism in patients with cancer. *Lancet Oncol*. 2019; 20(10): e566-e581.

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 10-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.

<p>Anticipated Project Timeline</p>	<ul style="list-style-type: none"> • Provide an anticipated timeline for your project including project start/end dates.
<p>Additional Information</p>	<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.
<p>Organization Detail</p>	<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.
<p>Budget Narrative</p>	<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.