Pfizer Announces a Quality Improvement Grant RFP

Understanding healthcare disparities in Atopic Dermatitis and Alopecia Areata patients

Competitive Grant Program - internal Pfizer 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 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 practice gaps as outlined in the specific RFP.

For all independent quality improvement 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 or monitoring of the quality improvement program.

II. Eligibility

Geographic Scope:	Global
Applicant Eligibility Criteria	- 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	• August 9, 2021
Clinical Area	• Atopic Dermatitis (AD) and/or Alopecia Areata (AA)
General Area of Interest for this RFP:	Projects to be considered for Pfizer support will focus on understanding healthcare disparities among underrepresented populations in AD and/or AA patients with a special emphasis on improving care standards, healthcare resources access and utilization. Examples include: Access to dermatologist-led care, access to appropriate therapies and monitoring, assessing appropriate topical/systemic steroid utilization, ER/Urgent care use, and healthcare maintenance (vaccination, laboratory monitoring, cancer prevention, smoking cessation and/or behavioral health). Projects which aim to improve care standards and entail systematic and continuous actions able to demonstrate measurable outcomes via methodologically rigorous methods will be given the highest priority. Priority will also be given to projects that address patients who are part of a medically underserved population; defined as patients who have experienced health and/or healthcare system disparities secondary to social determinants of health. *It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.*

Target Audience:	Organizations/Institutions and/or HCPs providing care in underserved communities/populations with a focus on Dermatology
Expected Approximate Monetary Range of Grant Applications:	Individual projects requesting up to $250,000 will be considered. The estimated total available budget related to this RFP is up to $2 million.

Key Dates:	• RFP release date: August 9, 2021
	• Grant Application due date: ~~September 10, 2021~~
	   DEADLINE EXTENDED: Grant Application due September 17, 2021
	   Please note the deadline is 23:59 Eastern Standard Time (e.g. New York, GMT -5).
	• Anticipated Grant Award Notification Date: October 2021
	• Grants will be distributed following a fully executed agreement.
	• Anticipated Project Start and End Dates: November 1st, 2021 upon contract execution. Project timelines are set by the institution.

How to Submit:	• Please go to www.cybergrants.com/pfizer/QI and sign in. First-time users should click "Create your password".
	• Click the "Start a New Quality Improvement Application" button.
	• In the application:
	   o For the question "Are you replying to a Request for Proposal as part of the Competitive Grant Program?" select Yes
	   o Select the following Competitive Grant Program Name: 2021 I&I G – Understanding healthcare disparities in AD patients in underserved communities
	   o Select the following Primary Area of Interest: Atopic Dermatitis
	• Requirements for submission:
	Complete all required sections of the online application and upload your project proposal (see Appendix) in the Full Proposal Submission field.
	• If you encounter any technical difficulties with the website, please click the "Technical Questions" link at the bottom of the page.
	IMPORTANT: Be advised applications submitted after the due date will not be reviewed by the committee.

Questions:	• If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Amanda Solis Amanda.solis@pfizer.com), with the subject line "2021 I&I G – Understanding healthcare disparities in AD

	patients in underserved communities."
Grant Agreements:	• 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.
Review and Approval Process:	• Grant requests received in response to a general RFP are reviewed by Pfizer to make final grant decisions.
Mechanism by which Applicants will be Notified:	• 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
Quality Improvement Project Full Proposal

Applications will be accepted via the online portal. Full Proposal documents should be no longer than 10-15 pages in length (12-point font and 1-inch margins) excluding Organization Detail and References. When uploading your Full Proposal please ensure it addresses the following*:

Goals and Objectives	- Briefly state the overall goal of the project. Also describe how this goal aligns with the focus of the RFP and the goals of the applicant organization(s). - List the *overall* objectives you plan to meet with your project both in terms of learning and expected outcomes. Objectives should describe the target population as well as the outcomes you expect to achieve as a result of conducting the project.
Assessment of Need for the Project	Please include a quantitative baseline data summary, initial metrics (e.g., quality measures), 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. Describe the source and method used to collect the data. Describe how the data was analyzed to determine that a gap existed. If a full analysis has not yet been conducted, please include a description of your plan to obtain this information.
Target Audience	Describe the primary audience(s) targeted for this project. Also 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	- Describe the planned project and the way it addresses the established need. - If your methods include educational activities, please describe succinctly the topic(s) and format of those activities
Innovation	- Explain what measures you have taken to assure that this project idea 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 related to this project.
Evaluation and Outcomes	- In terms of the metrics used for the needs assessment, describe how you will determine if the practice gap was addressed for the target group. Describe how you expect to collect and analyze the data. - Quantify the amount of change expected from this project in terms of your target audience. - Describe how the project outcomes will be broadly disseminated.

Anticipated Project Timeline	• Provide an anticipated timeline for your project including project start/end dates
Additional Information	• If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here
Organization Detail	• Describe the attributes of the institutions / organizations / associations that will support and facilitate the execution of the project and the leadership of the proposed project. Articulate the specific role of each partner in the proposed project.

*The online application also includes the fields noted above. The text in those fields should be the same text that is included in your Full Proposal document.