Pfizer Announces an Independent Medical Education Grant RFP

COVID-19 Patient Awareness

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 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 and Europe
Applicant Eligibility Criteria	• Patient organizations (patient advocacy groups, faith-based organizations) are encouraged to apply. In addition, professional associations and medical societies and other entities with a mission related to patient education may apply. We have a high interest in receiving applications for programs that will be led or co-led by representatives from a patient advocacy group or faith-based organization. • 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	March 17, 2022
Clinical Area	COVID-19
General Area of Interest for this RFP:	Through this RFP it is our intent to support patient education programs designed to increase the understanding and familiarity with risk factors associated with severe COVID-19, COVID-19 vaccination, the importance of timely testing among the general population, and information on available treatment options. Of particular interest are educational programs that focus on reaching the medically underserved and other under-immunized populations including those in both rural and urban settings. Prioritized topics that support the patient community in strengthened awareness and education include: • Understanding of the risk they may face in contracting SARS-CoV-2 and developing severe-COVID-19 (which includes hospitalization) as a result of their underlying health conditions or age • The importance of vaccination for disease prevention • The importance of seeking testing and engaging with health care providers when there is a suspicion/confirmed contact or when the patient has any COVID-19 symptoms • The short-term symptoms and long-term implications of COVID-19, including Post-Acute Sequelae from COVID-19 (PASC)

- How to access up-to-date, accurate and credible information related to their diagnosis and treatment options

We will consider proposals that focus on topics as outlined in the following two categories:
- CATEGORY A: Testing and Treatment
- CATEGORY B: Prevention, Testing, and Treatment

Programs that strive to reduce health disparities, especially in minority and elderly populations, by understanding and stratifying risk by social determinants of health and following best-practice principles of health literacy are encouraged. This includes programs that contain multilingual resource options to support equitable, culturally competent education for the diverse demographics that exist within the geographic scope.

Special attention should also be made to leveraging communication and engagement channels that best enable connection with identified target populations. This includes applications to repurpose existing educational resources into easy-to-use and easy-to-access delivery formats. We will also consider applications repurposing education or training resources that currently exist in one language but could be modified and translated to other languages and rolled out in different geographies.

Given the current circumstances, programs that can be developed and launched rapidly will be prioritized.

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:	Patients, caregivers, patient organizations, and faith-based organizations.
Expected Approximate Monetary Range of Grant Applications:	Expected approximate range of grant awards: • $25,000 to $75,000 USD for smaller local/regional programs • Maximum of $200,000 USD for larger national/global programs The estimated total available budget related to this RFP is $1.4 million.
Key Dates:	• RFP release date: March 17, 2022 • Grant Application due date: April 27, 2022 Please note the deadline is 23:59 Eastern Standard Time (e.g. New York, GMT -5). • Anticipated Grant Award Notification Date: June 2022 • Grants will be distributed following a fully executed agreement.

	• Anticipated Project Start and End Dates: July 2022 – July 2024 *Processing time may take longer for organizations outside of the U.S.
How to Submit:	• Please go to www.cybergrants.com/pfizer/knowledge and sign in. First-time users should click "Create your password". *[Note: there are individual portals for each grant application type (e.g., knowledge, LOI, research full proposal, and QI full proposal). Please be sure to use the URL above.]* • Click the "Start A New Knowledge Gap Application" button. • In the application: o For the question "What type of request are you submitting?" select Response to a Request for Proposal (RFP) o For the question "Are you replying to a Request for Proposal (RFP) as part of the Competitive Grant Program?" select Yes o Select the following Competitive Grant Program Name: 2022 HOS G: COVID-19 Patient Awareness o Select the following Primary Area of Interest: Infectious Disease – General/Non-Specific • 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. **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, Derek Warnick (derek.warnick@pfizer.com), with the subject line "COVID-19 Patient Awareness."
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	• Grant requests received in response to a general RFP are reviewed by Pfizer to make final grant decisions.

Process	
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

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	• 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	• 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	• 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	• Describe the planned project, the educational approach, and the way the planned methods address the established need.
Innovation	• 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	• 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	• 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	• 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 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	• 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:
	    o Independent Medical Education Grants awarded by GMG cannot be used to purchase therapeutic assets (prescription or non-prescription).
	    o Overhead rates of up to 28% of the total proposed project budget may be supported by Pfizer. Please click here for details.