



Pfizer Announces a new **Independent Education Grant RFP**  
*Competitive Grant Program - reviewed by an external panel of experts*

## **Global Hemophilia Grant - Equity in Therapeutic Patient Education**

Thank you for your interest in applying for the ***Global Hemophilia Grant – Equity in Therapeutic Patient Education***, part of Pfizer’s Global Medical Grants (GMG) program.

This grant program seeks to champion patient learning and address both educational equity & quality amongst people living with hemophilia (PLWH) to support them in making evidence-informed decisions in a rapidly evolving treatment landscape.

This competitive grant program is open to Patient Advocacy Groups (PAGs) and non-profit organizations - *of all sizes and in all countries* - that provide education to PLWH. Submissions from applicants in low-, middle-, and high-income countries will be given equal consideration.

Please read the **How to Submit** guidance below carefully before completing your application. You will be required to complete and upload a **Proposal Template** to Pfizer’s GMG system.

Translations of this RFP in **French**, **Spanish**, **Mandarin**, and **Arabic** along with further information on Pfizer’s Competitive Grants program can be found at the following link:

<https://www.pfizer.com/about/programs-policies/grants/competitive-grants>

## About the Grant

### Background

The roots of **health advocacy** lie in the desire to create positive change and improve the outcomes for a defined population through **health equity**. A core pillar to this effort is **patient education**.<sup>[1]</sup>

It is through education that patients can be supported to cultivate **self-awareness** and be **empowered** to take a more active role in making decisions about their treatment and health care.<sup>[2]</sup> Individuals with the knowledge, skills and confidence to manage their own health and health care (hereafter referred to as “**higher activated**”) are more likely to engage in positive health behaviours and achieve better health outcomes, including being more proactive in seeking out health information and using it in the decision-making process about their treatment.<sup>[3]</sup>

The **treatment landscape** in hemophilia is evolving rapidly and “**zero bleeds**” are increasingly becoming an achievable goal in some countries.<sup>[4]</sup> For others, access to long-term **prophylaxis** – recognised as the standard of care for all people living with hemophilia (PLWH) <sup>[5]</sup> – and the latest therapeutic advances, remains a challenge.<sup>[6]</sup>

To reduce **health inequalities** in hemophilia, PLWH should have timely access to tailored, developmentally appropriate and culturally sensitive education, to promote learning and **autonomy**, while enhancing **health literacy** (i.e. degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others).<sup>[7]</sup> Moreover, **empowerment-based interventions** must be developed to ensure **less activated** and **marginalized populations** have equal or greater access to treatment information to help them make **evidence-informed decisions** and help close the disparity gap.<sup>[2,3,8,9]</sup>

### Purpose

Recent studies show there are significant gaps in **treatment engagement and comprehension** among PLWH, which require the delivery of robust accessible education and support for novel therapies.<sup>[10,11]</sup> This is particularly evident for **socially disadvantaged** persons, where socio-economic factors along with health literacy are both directly associated with clinical and behavioral risk factors, health service use and health-related outcomes.<sup>[12]</sup>

As part of Pfizer’s long-established interest in health promotion strategies, the **Global Hemophilia Grant - Equity in Therapeutic Patient Education** encourages Patient Advocacy Groups (PAGs) to identify and overcome barriers to learning for PLWH. Through this grant program, it is expected **one component** of the proposed project will address the cultural, socio-economic, geographic location and/or linguistic barriers and any other factors contributing to PLWH’s limited access to novel treatment information and understanding of their clinical needs and role in the decision-making process.

<b>Cross-sector partnership</b>	<p>between PAGs and clinical and/or academic teams are encouraged (e.g. to conduct needs assessment or develop tools, resources and programs) in order to provide optimal guidance and assistance to less activated and underrepresented PLWH, as they encounter scenarios that may impede their access to information on the best possible treatment to fit their clinical and lifestyle goals.</p> <p>Applicants are encouraged to consult PLWH and/or caregivers to ensure that the educational projects will meet the needs of their community.</p>
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## Competitive Grant Program Eligibility

<b>Geographic Scope</b>	<ul style="list-style-type: none"> <li>• <b>Global:</b> Organizations across the globe are eligible to apply for this grant.</li> </ul>
<b>Applicant Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• Eligible applicants include <b>PAGs or other non-profit organizations</b> that currently provide or seek to provide therapeutic education to PLWH.</li> <li>• Organizations of all sizes and in all countries are encouraged to apply.</li> <li>• Accepted proposals from applicants in low-, middle- and high-income countries will be given equal consideration.</li> </ul>

## Application Requirements

<b>Date RFP Issued</b>	<ul style="list-style-type: none"> <li>• November 17, 2022</li> </ul>
<b>Clinical Area</b>	<ul style="list-style-type: none"> <li>• <b>Hemophilia A and B</b> of all severities.</li> </ul>
<b>Key Considerations</b>	<ul style="list-style-type: none"> <li>• <b>Accepted proposals should:</b> <ul style="list-style-type: none"> <li>○ Focus on PLWH across one or more life stages, specific to addressing the educational needs, barriers and gaps (at a local level) for novel treatments for hemophilia.</li> <li>○ Leverage cross-sector partnerships, such as hemophilia multidisciplinary care team members and/or academic representatives/institutions, to support the design, delivery and evaluation of the project.</li> <li>○ Incorporate the lived-experience and perspectives of PLWH and/or caregivers in the project design where possible, ensuring the views are representative of a cross-section of the local patient population (racial, ethnic and culturally diverse).</li> <li>○ Be tailored to PLWH who are less activated (i.e. individuals who lack the knowledge, skills and confidence to manage their own health and health care and are therefore less likely to play an active role in staying healthy).[3]</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Underpinning the program are a set of five guiding principles forming the framework of the grant application, as follows:</b> <ol style="list-style-type: none"> <li>1. <b>Problem:</b> understanding what part of the novel treatment education ‘puzzle’ is being tackled and for which group of PLWH.</li> <li>2. <b>Knowledge:</b> knowledge of PLWH and their communities; drawing on expertise and previous activities where possible.</li> <li>3. <b>Explanation:</b> rationale of what will be done and how it might solve the problem.</li> <li>4. <b>Evaluation:</b> understanding of what a good result would be and how that might be observed.</li> <li>5. <b>Learning:</b> a focus on how PLWH and those working with them can learn from the project.</li> </ol> </li> </ul>
<p><b>Approximate Range of Funding &amp; Project Length</b></p>	<ul style="list-style-type: none"> <li>• <b>Proposals requesting between USD \$2,500-\$25,000 for 12-18 months will be considered.</b></li> <li>• A percentage of the budget for the proposed project may be allocated for training and capacity building of the applicant, which will be assessed on the merit of the project concept and organizational need.</li> <li>• The budget should not exceed more than 50% of a PAG’s annual operating budget</li> <li>• The amount of funding for accepted proposals will be subject to the external expert review panel’s evaluation of the project concept, organizational need and costings.</li> </ul>
<p><b>Key Dates*</b></p>	<ul style="list-style-type: none"> <li>• <b>RFP launch date:</b> November 17, 2022</li> <li>• <b>Application submission deadline:</b> February 16, 2023 <ul style="list-style-type: none"> <li>○ Please note: the deadline is 23:59 Eastern Time (New York, GMT -5).</li> </ul> </li> <li>• <b>Anticipated decision notification date:</b> April 2023</li> <li>• <b>Project start date:</b> May-July 2023</li> </ul> <p><i>*Timelines are indicative only and subject to change.</i></p>
<p><b>How to Submit</b></p>	<ul style="list-style-type: none"> <li>• Please go to <a href="http://www.cybergrants.com/pfizer/knowledge">www.cybergrants.com/pfizer/knowledge</a> and sign in. First-time users should click “<b>Create your password</b>”.</li> <li>• <b>Requirements for submission:</b> <ul style="list-style-type: none"> <li>○ Complete all required sections of the online application</li> <li>○ Click <a href="#">here</a> to access and download the <b>Proposal Template</b>. Please complete the template and upload under the RFP Submission/Proposal field in CyberGrants.</li> <li>○ <b>All application materials must be in English.</b></li> <li>○ If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page.</li> </ul> </li> <li>• <b>In the CyberGrants application:</b> <ul style="list-style-type: none"> <li>○ For the question “What type of request are you submitting?” select <b>‘Response to a Request for Proposal (RFP)’</b>.</li> <li>○ For the question “Are you replying to a Request for Proposal as part of the</li> </ul> </li> </ul>

	<p>Competitive Grant Program?” select ‘Yes’.</p> <ul style="list-style-type: none"> <li>○ Select the following Competitive Grant Program name: <b>2023 RD G Hemophilia Therapeutic Patient Education</b></li> </ul> <p><b>IMPORTANT:</b> Be advised applications submitted after the due date will not be reviewed by the review panel.</p>
<p><b>Questions</b></p>	<ul style="list-style-type: none"> <li>• If you have questions regarding this RFP, please direct them in writing to the <b>Grant Officer, Amanda Stein</b> [<a href="mailto:amanda.j.stein@pfizer.com">amanda.j.stein@pfizer.com</a>], with the subject line, <b>Global Hemophilia Grant - Equity in Therapeutic Patient Education</b>.</li> <li>• Please click <a href="#">here</a> to view Frequently Asked Questions regarding the Competitive Grant Program.</li> </ul>
<p><b>Grant Agreements</b></p>	<ul style="list-style-type: none"> <li>• If your grant is approved, your institution will be required to enter into a written <b>grant agreement</b> with Pfizer. Please click <a href="#">here</a> to view the core terms of the agreement.</li> <li>• 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.</li> </ul>
<p><b>Review and Approval Process</b></p>	<ul style="list-style-type: none"> <li>• Grant requests received in response to a specific RFP are reviewed by an external panel of experts to make final grant decisions.</li> <li>• The panel for this grant program is comprised of professionals from diverse backgrounds (physician, nurse, clinical psychologist, PLWH, rare disease PAG leader and a social impact expert) and geographies (North and South America, Europe and Asia-Pacific) with expertise in hemophilia, education, advocacy and/or social impact.</li> </ul>
<p><b>Notifying Applicants</b></p>	<ul style="list-style-type: none"> <li>• All applicants will be notified via email as per the dates noted above.</li> <li>• Applicants may be asked for additional clarification during the review period.</li> </ul>
<p><b>References</b></p>	<ol style="list-style-type: none"> <li>1. Farmer M. Advocacy in Action for Improved Health Outcomes. In: Barkley L, et al. Promoting Health Equity Among Racially and Ethnically Diverse Adolescents. Springer: Cham (Switzerland) 2019.</li> <li>2. Simonsmeier BA, et al. What sixty years of research says about the effectiveness of patient education on health: a second order meta-analysis. Health Psychol Rev 2021:450-74.</li> <li>3. Hibbard J. Patient activation and the use of information to support informed health decisions. Patient Educ Couns 2017;100(1):5-7.</li> <li>4. Skinner M, et al. Achieving the unimaginable: Health equity in haemophilia. Haemophilia 2020;26(1):17-24.</li> <li>5. Srivastava A, et al. WFH Guidelines for the Management of Hemophilia, 3rd edition. Haemophilia 2020;26(6):1-158.</li> </ol>

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7. Healthy People 2030. <https://health.gov/healthypeople/priority-areas/health-literacy-healthy-people-2030/history-health-literacy-definitions> [Accessed November 2022]
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9. Zajacova A, Lawrence EM. The relationship between education and health: reducing disparities through a contextual approach. *Annu Rev Public Health* 2018;39:273- 89.
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