



Pfizer Independent Medical Education Request for Proposals

Advancing Health Literacy in The Republic of Ireland
Competitive Grant Program – using Expert Review Panel

Overview

Through this competitive grant program, it is our intent to support projects that improve health literacy in The Republic of Ireland through awareness and education.

Health literacy is linked to literacy and entails people's knowledge, motivation, and competencies to access, understand, appraise, and apply health information in order to make judgments and take decisions in everyday life concerning healthcare, disease prevention and health promotion to maintain or improve quality of life during the life course¹

Geographic Scope

The Republic of Ireland

Project Types and Area of Interest

It is our intent to support **educational projects, tools and resources** that address health literacy barriers facing patients and their families to help them better understand the information they are given to confidently make decisions about their health.

Educational content disseminated through digital platforms such as websites or applications can be included.

These educational projects, tools and resources should be designed to achieve any of the following objectives but are not limited to:

- Increase understanding and awareness amongst health professionals of the importance of their role in delivering clear evidence-based information to help patients understand their health condition, treatment options and to support patients to self-manage their disease
- Educating patients and their families on ways to talk to health professionals about their medical history, symptoms and lived experience.
- Enabling patients to follow treatment plans and medicine regimens to help manage their disease and achieve optimal health outcomes
- Tools, applications, and resources that help patients navigate the healthcare system
- Education and support of migrant and minority populations that require additional support such as translational and communication services

Key Milestones

- Application submission deadline: July 17, 2023
- Anticipated decision notification date: September 2023
- Anticipated project start date: December 1, 2023

Funding Range and Project Length

Projects requesting up to €50,000, for a maximum of 12 months.

I. Eligibility

Geographic Scope:

- The Republic of Ireland

Applicant Eligibility Criteria

- Applications are invited from patient advocacy organisations/ patient associations, institutions/academic research centres, organisations or associations that are comprised of healthcare professionals and/or that provide healthcare such as Hospitals, Universities; medical, nursing, allied health, and/or pharmacy professional schools, professional associations and medical societies, and other entities with a mission related to healthcare professional education and/or healthcare improvement.
- Grants can only be awarded to healthcare organisations, not individuals

II. Requirements

Date RFP Issued

- May 10, 2023

Clinical Area

- Health Literacy

Specific Area of Interest for this RFP:

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Educational content disseminated through digital platforms such as websites or applications can be included.

These educational programs should be designed to achieve any of the following objectives but are not limited to;

- Increase understanding and awareness amongst health professionals of the importance of their role in delivering clear, evidence-based information to help patients understand their health condition, treatment options and to support patients to self-manage their disease
- Educating patients and their families on ways to talk to health professionals about their medical history, symptoms and lived experience
- Enabling patients to follow treatment plans and medicine regimens to help manage their disease and achieve optimal health outcomes
- Tools, applications, and resources that help patients navigate the healthcare system
- Education and support of migrant and minority populations that require additional support such as translational and communication services

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, health care providers

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to €50,000 will be considered. The estimated total available budget related to this RFP is €100,000. The amount of the grant Pfizer will be prepared to fund for any project will depend upon the expert review panel's evaluation of the proposal and costs involved, and will be stated clearly in the approval notification

Key Dates:

- RFP Release Date: 5/10/2023
- Grant Application Due Date: 7/17/2023
 - Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Review of applications by ERP: August 2023
- Anticipated Grant Award Notification Date: September 2023
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start and End Dates: From December 2023 for a maximum of 12 months

How to Submit:

Note: Please read this section carefully since applications submitted not following these instructions will not be accepted and will be cancelled

- Please go to www.cybergrants.com/pfizer/IndependentMedEd and sign in. First-time users should click "Create your password". [Note: there are individual portals for each grant application type. Please be sure to use the URL above.]
- In the application:
 - 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 (RFP) as part of the Competitive Grant Program?" select Yes
 - Select the following Competitive Grant Program Name: **2023 IE Health Literacy**
- 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.

Questions:

- If you have questions regarding this RFP, please direct them in writing to GMGEMEA@pfizer.com, with the subject line '2023 IE Health Literacy, May 2023'.

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.
- Payment will only be made to requesting Institution.

Review and Approval Process

- A specific grant program RFP uses an expert review panel (ERP) to make final grant decisions.
- The panels are comprised of professionals from the medical community with advanced degrees and expertise in particular clinical areas, or specific needs of a geographic region/learner group, or expertise in research, continuing professional development or quality improvement

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.

References

1. Sorensen K et al. (2012), Health literacy and public health: A systematic review and integration of definitions and models BMC Public Health 12:80 doi:10.1186/1471-2458-12-80

About Pfizer Global Medical Grants

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 expert review panel (ERP) 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.

Appendix

General RFP Submission Requirements

Applications will be accepted via the online portal listed in the [How to Submit](#) section. 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. When uploading your Full Proposal please ensure it addresses the following sections:

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 / 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.

Budget Detail

- 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:
 - 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. Please [click here](#) for details.