Pfizer Independent Medical Education RFP

Early Identification and Diagnosis of Non-Alcoholic Steatohepatitis (NASH) in At-Risk Populations

Competitive Grant Program –Pfizer Internal Review Process

Overview

Non-alcoholic steatohepatitis (NASH) is a growing public health issue, affecting an estimated three to five percent of the global adult population [i] It typically progresses slowly with few – if any – obvious or visible symptoms[ii],[iii] making it a largely unrecognized and underdiagnosed disease. Many healthcare professionals are not intimately familiar with NASH, and, for many patients, their diagnosis is the first time they've heard the term.

This competitive program seeks to encourage organizations to submit grant applications for independent educational activities focused on healthcare professionals involved in the management of patients at risk for NASH.

Geographic Scope

Global

Project Types and Area of Interest

Potential applicants are encouraged to identify and address the educational needs of healthcare professionals, with a focus on general practitioners and non-liver specialists, to increase the awareness of NASH for at-risk patients.

Key Milestones

- Application submission deadline: June 22, 2023
- Anticipated decision notification date: August 2023
- Anticipated project start date: December 2023

Funding Range

Individual projects requesting up to $100,000 USD will be considered. Pfizer anticpates awarding 3-4 grants.

Pfizer

I. Eligibility

Geographic Scope:
- Global

Applicant Eligibility Criteria
- Only organizations are eligible to receive grants, not individuals or medical practice groups.
- 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, patient 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.

II. Requirements

Date RFP Issued
- May 4, 2023

Clinical Area
- Non-Alcoholic Steatohepatitis (NASH)

General Area of Interest for this RFP:
- Projects that will be considered for Pfizer support will focus on educating healthcare professionals, with a focus on general practitioners and non-liver specialists, on NASH to:
  - Increase awareness of patients at risk for NASH and enable appropriate and early diagnosis to enable appropriate management to help prevent disease progression
  - Establish a call to action to raise awareness of NASH in at risk and underdiagnosed minority and underserved populations with NASH to reduce disparities and delayed diagnosis
  - Explore strategies that empower patients to play an active role in understanding NASH and decision making regarding available diagnostic and disease management options

- Proposals that include/address the following will be prioritized:
  - Activities for healthcare professionals that also include educational materials or resources for patients
  - Patient participation in the development of the initiative

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
- General practitioners and other healthcare professionals involved in the early identification and diagnosis of NASH in at-risk populations

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to $100,000 USD will be considered. Pfizer anticipates awarding 3-4 grants.

Key Dates:

- RFP release date: May 4, 2023
- Grant Application due date: June 22, 2023

  Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).

- Anticipated Grant Award Notification Date: August 2023
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start Dates: December 2023

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/knowledge 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.]*
- Click the "Start A New Knowledge Gap Application" button.
- 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 IM Global NASH Identification and Early Diagnosis IME**
  - Select the following Primary Area of Interest: CVM - Non-Alcoholic Steatohepatitis(NASH)

  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 the Grant Officer, Jessica Romano (Jessica.Romano@pfizer.com), with the subject line "Early Identification and Diagnosis of NASH in At-Risk Populations IME RFP."

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.
- This RFP is supported by Pfizer Inc. and, if approved, payment will be sent from the United States.
- Payment will only be made to requesting Institution.

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.

References

- [i] Chalasani, N., et al. The diagnosis and management of non-alcoholic fatty liver disease: practice Guideline by the American Association for the Study of Liver Diseases, American College of Gastroenterology, and the American Gastroenterological Association. June 2012.
- [ii] Perumpail, Brandon J et al. "Clinical epidemiology and disease burden of nonalcoholic fatty liver disease." World journal of gastroenterology vol. 23,47 (2017): 8263-8276. doi:10.3748/wjg.v23.i47.8263
- [iii] Sanyal, AJ et al. The Natural History of Advanced Fibrosis Due to Nonalcoholic Steatohepatitis: Data From the Simtuzumab Trials. Hepatology. Apr. 2019. doi: 10.1002/hep.30664.

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 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.

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 Project 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.