



# Pfizer Independent Medical Education RFP

## Innovative digital educational channels in Oncology for health care professionals or patients to increase local awareness

Competitive Grant Program –Pfizer Internal Review Process

### Overview

This competitive program seeks to support independent education initiatives for healthcare professionals (HCPs) involved in the treatment of patients with **genitourinary (GU) tumors** or **breast cancer (BC)** through innovative digital channels in Spanish. Patient education programs designed to specifically reach patients and their caregivers with GU tumors or BC are also in scope.

The goal is to increase understanding and awareness of disease management in a rapidly evolving landscape to contribute to a more digital and modern health care and patient community.

### Geographic Scope

Spain

### Project Types and Area of Interest

- Educational conference highlights, educational meetings recaps and virtual learning options in GU or BC for HCPs.
- Extensions of existing programs or efforts that replicate, in Spanish, global educational initiatives in GU or BC for HCPs and/or patients.
- Advancing patient education on GU or BC and improving patient's empowerment and ability to make informed decisions about their care.

Initiatives must use **first-in-class technology** to create local innovative **digital channels to meet education needs**:

- On-demand and open access portals, for example multidisciplinary interactive educational online platforms, social media and digital programs.
- Development of content in Spanish is encouraged.

### Key Milestones

- Application submission deadline: July 6, 2023
- Anticipated decision notification date: September 2023
- Anticipated project start date by: November 30, 2023

### Funding Range and Project Length

Total available budget related to this RFP is approximately 350.000€.

The maximum grant amount for each projects will be up to 80.000€ for initiatives with large potential reach and impact. Smaller projects are also encouraged.

Projects are encouraged to begin from November 2023 onwards, for a maximum duration of 18 months.

## I. Eligibility

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### Geographic Scope:

- Spain

### Applicant Eligibility Criteria

- The following may apply: medical, nursing, pharmacist healthcare institutions; professional associations and medical societies; medical education companies; patient advocacy groups (PAGs) and other entities with a mission related to healthcare professional or 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.

## II. Requirements

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### Date RFP Issued

- May 31, 2023

### Clinical Area

- Oncology, Breast and Genitourinary tumors

### General Area of Interest for this RFP:

The intent of this RFP is to support independent medical education initiatives based on innovative digital communication channels for healthcare professionals (HCPs) involved in the treatment of patients with genitourinary (GU) tumors or breast cancer (BC) or patient and caregivers in these fields. The goal is to contribute to a more digital and modern health care community to meet current educational needs, providing accurate and reliable information in a timely and on-demand manner through an omnichannel approach.

Projects that will be considered for Pfizer support will focus on:

- Educational conference highlights, educational meetings recaps and virtual learning options for healthcare professionals (e.g. hot topics, clinical trial results, change practice, medical guidelines, disease knowledge and diagnosis, clinical cases discussion, real-world evidence (RWE), journal clubs, therapy management).
- Extensions or updates of existing programs or efforts that replicate existing global educational initiatives, in Spanish.
- Innovative digital educational channels with the participation of different HCPs and PAGs to detect shortcomings in health care in oncology and promote projects or activities to solve them, including those that might facilitate patient awareness and empowerment.
- Advancing patient education, improving patient empowerment and ability to make informed decisions about their care. Proposals may educate on disease management, provide guidelines on how to have meaningful discussions with their physicians about their care or utilise technology-enabled solutions to increase their understanding of and engagement in their care plan.
- Programs designed to specifically reach patients and their caregivers with GU tumors or BC are also in scope.

Initiatives must use **first-in-class technology** that aim to create local innovative **digital channels to meet the current education needs**:

- Examples include live virtual, enduring virtual, on-demand and open access portals, multidisciplinary interactive educational online platforms, applications (apps), social media and digital programs.
- Provide accurate and reliable medical information in a timely manner.
- Development of content in Spanish is encouraged.

### Target Audience

- The primary audience(s) targeted for this project will be healthcare professionals focused on genitourinary tumors or breast cancer (for example oncologists, urologists, gynecologists, and specialty nurses) and/or patients with breast cancer or genitourinary tumors.

### Expected Approximate Monetary Range of Grant Applications:

- Projects requesting up to 80.000€ per project for initiatives with large potential reach and impact will be considered. Smaller projects are also encouraged.
- The total available budget related to this RFP is approximately 350.000€.
- The grant amount to be funded will depend upon the evaluation of the proposal and costs involved and will be stated clearly in the approval notification.

### Key Dates:

- RFP release date: 5/31/2023
- Grant Application due date: 7/6/2023 (Please note the deadline is 23:59 CET)
- Anticipated Grant Award Notification Date: September 2023
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start and End Dates: from 11/30/2023 for a maximum duration of 18 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](http://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 ONC ES Innovative Digital Channels IME**
- 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, AP Lee, ([GMGEMEA@pfizer.com](mailto:GMGEMEA@pfizer.com)), with the subject line “2023 ONC ES Innovative Digital Channels IME, 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

- 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

- Bibliography of relevant references.

## About Pfizer Global Medical Grants

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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

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### 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 12-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.

#### 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.