



Pfizer Independent Medical Education RFP

Updates in RSV Prevention for Prenatal Care Workers Serving Marginalized Communities

Competitive Grant Program—Pfizer Internal Review Process



Overview

Maternal immunizations are crucial for protecting infants from severe respiratory infections that can lead to hospitalizations and potentially death¹. Through this RFP it is our intent to support educational programs that provide prenatal care workers serving marginalized communities with updates on Respiratory Syncytial Virus (RSV) disease burden in infants and current and future prevention options, including maternal immunization.



Geographic Scope

United States



Project Types and Area of Interest

Program objectives may include, but are not limited to, the following:

- Explain the importance of RSV prevention and the role maternal immunization plays in protecting infants from severe respiratory infections
- Characterize maternal/infant outcomes related to RSV, vaccine uptake, healthcare access and contributing contextual factors among minoritized and marginalized groups (including but not limited to racial and ethnic communities, low economic resource groups, rural, urban, and other resource challenged geographies, non-English dominant speakers)
- Describe the burden of RSV disease in infants, pregnant women, and on healthcare systems
- Increase awareness of the current policies, guidelines, and implementation-related challenges (federal, state, discipline, etc.) and tools to overcome barriers



Key Milestones

- Application submission deadline: **July 27, 2023**
- Anticipated decision notification date: **August 31, 2023**
- Anticipated project start date: **October 1, 2023**



Funding Range and Project Length

Approximately one year.

I. Eligibility

Geographic Scope:

- United States

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, public 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 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

Date RFP Issued

- June 22, 2023

Clinical Area

- RSV – Maternal Immunization

General Area of Interest for this RFP:

Maternal immunizations are crucial for protecting infants from severe respiratory infections that can lead to hospitalizations and potentially death¹. Through this RFP it is our intent to support educational programs that provide prenatal care workers serving marginalized communities with updates on Respiratory Syncytial Virus (RSV) disease burden in infants and current and future prevention options, including maternal immunization.

Program objectives may include, but are not limited to, the following:

- Explain the importance of RSV prevention and the role maternal immunization plays in protecting infants from severe respiratory infections
- Characterize infant outcomes related to RSV, maternal vaccination rates, healthcare access and contributing contextual factors among minoritized and marginalized groups (including but not limited to racial and ethnic communities, low economic resource groups, rural, urban, and other resource challenged geographies, non-English dominant speakers)
- Describe the burden of RSV disease in infants, pregnant women, and on healthcare systems
- Increase awareness of the current policies, guidelines, and implementation-related challenges (federal, state, discipline, etc.) and tools to overcome barriers

All activity types will be considered, with an emphasis on innovative programs that are designed to meet the needs of a large prenatal care worker audience.

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

- Prenatal Care Workers (OB-GYNs, family medicine physicians, maternal-fetal medicine specialists, nurse midwives, doulas, community health workers (CHW), patient navigators, nurse practitioners, physician assistants, etc.)

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to \$175,000 will be considered. The estimated total available budget related to this RFP is \$350,000
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates:

- RFP release date: 6/22/2023
- Grant Application due date: 7/27/2023
Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Anticipated Grant Award Notification Date: 8/31/2023
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start: on or after 10/1/2023

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 VAC US RSV Maternal Immunization IME
 - Select the following Primary Area of Interest: Infectious Disease – RSV – Maternal Immunization
- 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, Derek Warnick (derek.warnick@pfizer.com), with the subject line “RSV Maternal Immunization.”

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

1. Etti M, Calvert A, Galiza E, Lim S, Khalil A, Le Doare K, Heath PT. Maternal vaccination: a review of current evidence and recommendations. Am J Obstet Gynecol. 2022 Apr;226(4):459-474. doi: 10.1016/j.ajog.2021.10.041. Epub 2021 Nov 11. PMID: 34774821; PMCID: PMC8582099.

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.