

# Pfizer Independent Education Grants Request For Proposals (RFP) *Addressing Educational Barriers to Equitable Care for Patients with Immune Inflammatory Diseases*

Competitive Grant Program – Pfizer Internal Review Process



## Overview

Equity – ensuring every patient is seen, heard, and cared for.

This competitive program seeks to champion patient learning and address disparities in health education or literacy among people living with immune inflammatory diseases to support them in understanding their disease and making evidence-informed decisions in alignment with their goals, preferences and values.



## Geographic Scope

Global



## Project Types and Area of Interest

The aim of this RFP is to support projects that design and provide tailored, on-demand, educational and counseling resources to patients diagnosed with Immune-Inflammatory diseases starting from the time of diagnosis continuing during the entire course of their disease, irrespectively of the type of treatment received, or other individual characteristics or socioeconomic determinants.

Providing such resources will enable patients to understand their disease and management options, engage in dialogue with their healthcare team, and be empowered to make informed decisions for the management of their disease, eventually aiming to achieve optimal health outcomes.



## Key Milestones

Application submission deadline: August 31, 2023

Anticipated decision notification date: September 28, 2023



## Funding Range and Project Length

Grant range expected to be from \$10,000 to \$150,000 USD. Maximum project length is 2 years.

## I. Background

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Under the auspices of the Chief Medical Office, Pfizer held an IBD Health Equity Summit at DDW 2023 in Chicago, Illinois on May 5, 2023, with a group of 22 experts and advocates across the field of gastroenterology. The purpose of the summit was to uncover research gaps and quality of care gaps that will determine future directions in IBD research and contribute to achieving healthcare equity by addressing clinical care disparities. Based on the research and quality of care gaps identified during the summit, Pfizer plans to identify and support potential solutions. This RFP is first of an expected series of RFPs aligned with this purpose.

At the Summit, several overarching themes emerged, highlighting the fact that IBD is a global affliction, and the challenges in IBD transcend geographical borders. However, addressing these challenges will require solutions tailored to local and regional contexts that consider factors such as race, ethnicity, socio-economic status, culture, diets, and sexual orientations. Furthermore, it was recognized that many of the challenges posed by IBD are not unique to this disease, and that valuable insights can be gained by examining other complex disease states to improve the quality of care and address health disparities in patients with IBD. Relevant to this particular patient education RFP, some of the ideas and recommendations from the Summit included:

- Connect minority physicians, especially in underserved communities to resources that provide education and improve quality of care in their communities and amplify their voices on their patients' experiences
- Support global initiatives to logistically and administratively increase efforts to educate and improve care in underserved communities worldwide
- Increase efforts to connect patients to patient advocacy groups from similar cultural backgrounds to build trust and address cultural disparities
- Empower patients by increasing their self-confidence and understanding of treatment options to better engage in decisions related to their care
- Recognize that there are groups of patients in several regions that lack any care, and addressing healthcare disparities in care for these patients cannot be done online but will need to be done on a local and regional level on the ground

## II. Eligibility

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### Geographic Scope:

- Global

### Applicant Eligibility Criteria

- Only organizations are eligible to receive grants, not individuals or medical practice groups.
- The following may apply: patient advocacy organizations; non-governmental organizations, medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations and medical societies; and other entities with a mission related to patient education and/or healthcare delivery.
- If the project involves multiple departments within an institution and/or between different institutions / organizations, all groups must have a relevant role and the requesting organization must have a key role in the project.

### III. Requirements

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#### Date RFP Issued

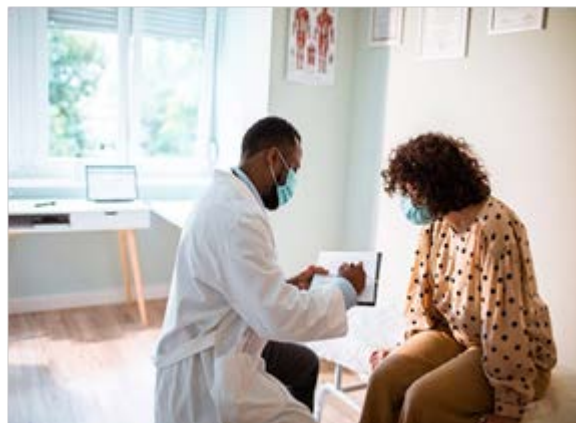
- June 14, 2023

#### Clinical Areas

- The following Immune Inflammatory Diseases are in-scope as focus areas for this RFP:
  - Dermatology (alopecia areata, atopic dermatitis, hidradenitis suppurativa, plaque psoriasis, vitiligo)
  - Gastroenterology (Crohn's disease, ulcerative colitis)
  - Rheumatology (axial spondylarthritis, juvenile idiopathic arthritis, psoriatic arthritis, rheumatoid arthritis)
- Proposals may be specific to any one or many of these conditions as appropriate based upon the mission and expertise of the submitting organization(s)

#### General Area of Interest for this RFP:

- Projects that will be considered for Pfizer independent grant support will focus on optimizing patient outcomes by making educational resources equally available and accessible to all patients with Immune Inflammatory Diseases.
- With a priority focus on underserved patient populations, proposals under this RFP should be aimed at:
  - helping patients to understand and conceptualize their disease at first diagnosis as well as during the course of the disease
  - assisting patients to assess management and treatment options towards shared decision-making
  - facilitating timely initiation of appropriate therapeutic including non-pharmacological interventions supporting treatment compliance and adherence eventually optimizing patient outcomes
  - supporting patients to understand their mental and emotional health and social impact related to the disease
- All educational activity formats will be considered under this RFP (live in-person, live virtual, enduring courses, social media, apps, digital platforms, print, audio, video, etc.)
- Of particular interest are the provision of educational resources for patients with a potential disadvantage due to low socioeconomic situations, migrant, and minority populations. Education resources should be in appropriate local languages or include translational or communication services
- It is not our intent to support clinical research projects under this RFP. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.



#### Target Audience

- Proposals may be for education programs aimed directly at patients and caregivers, and/or programs, resources or tools designed for healthcare professionals to utilize with their patients.
- Both pediatric and adult populations are in-scope.

### Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to a maximum of \$150,000 will be considered.
- The estimated total available budget related to this RFP is \$600,000.
- In order to be competitive, projects that will have a more limited patient reach such as a one regional community or a smaller country should have a lower grant request amount – in the \$10,000 to \$30,000 range.
- Award amounts include direct costs, indirect costs, and institutional overhead costs (capped at 28% per Pfizer policy.)

### Key Dates:

- RFP release date: 6/14/2023
- Grant Application due date: 8/31/2023  
Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Anticipated Grant Award Notification Date: 9/28/2023
- Grants will be distributed following a fully executed agreement.
- Anticipated Approximate Project Start and End Dates: 12/1/2023 to 12/1/2025 (2-year maximum project length, projects may be shorter than 2-years)

### 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](http://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 I&I Global Patient Equity IME
  - Select the appropriate Primary Area of Interest for your submission
- 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.

### Questions:

- If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Jackie Waldrop ([jacqueline.waldrop@pfizer.com](mailto:jacqueline.waldrop@pfizer.com)) with the subject line “I&I Global Patient Equity 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 colleagues 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.

### 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 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.