



Pfizer and Bristol-Myers Squibb Independent Medical Education RFP *Advancing Management and Care in Atrial Fibrillation and Venous Thromboembolism*

Competitive Grant Program –Internal Review Process

Overview

Pfizer and Bristol-Myers Squibb (BMS) are collaborating to provide grant support for continuing professional education in the areas of atrial fibrillation and venous thromboembolism. We are committed to supporting innovative, independent medical education for healthcare professionals.

Geographic Scope

Global (not including the US)

Project Types and Area of Interest

The intent of this competitive grant program is to encourage organizations to submit grant applications for independent education designed to enhance understanding of the diagnosis, management and treatment of patients with atrial fibrillation and/or venous thromboembolism. Grant proposals should leverage innovative data and content delivery mechanisms including an omnichannel approach.

Key Milestones

- Application submission deadline: August 15, 2023
- Anticipated decision notification date: September 2023
- Anticipated project start date: December 2023

Funding Range

The grant maximum under this RFP will be up to \$250,000 USD for initiatives with large potential reach and impact. Smaller grant budgets will be considered. Requests for regional/multi-country educational proposals are within scope, however, single-country programs will not be considered. We anticipate supporting approximately 3 grants.

I. Eligibility

Geographic Scope:

- Global (not including the US)

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; patient advocacy groups 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, then 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

- July 7, 2023

Clinical Area

- Atrial Fibrillation/Venous Thromboembolism

General Area of Interest for this RFP:

- Projects that will be considered for support will focus on improving the care of patients by addressing knowledge gaps in following areas. Grant proposals can address either Direct Oral Anticoagulant (DOAC) management in Atrial Fibrillation (AF) or Venous Thromboembolism (VTE) or both areas.

AF and stroke prevention:

- Advance knowledge of clinical, economic, and social burden
- Review latest clinical and real-world evidence data, guideline recommendations for optimized care, and practice challenges
- The importance of individualized patient care and subpopulations including but not limited to: Elderly/Frail, multiple comorbidities including renal, obesity, GI bleeding risk, CV interventions, etc.
- AF detection and diagnosis:
 - The impact and importance of increasing diagnosis efforts on patient outcomes
 - AF screening evidence and recommendations including emerging technological systemic strategies to increase appropriate diagnosis in at risk populations
 - Patient focus: increase understanding of consumer driven AF screening, HCP and patient roles, shared decision making, challenges, opportunities, and how best to navigate barriers of social determinants of healthcare disparities
- AF burden:
 - Increase awareness of knowledge gaps for various definitions and measures of AF burden
 - Review current evidence for threshold of AF burden that warrants anticoagulation for stroke prevention
 - AF burden and future monitoring techniques



Venous Thromboembolism (VTE):

- Latest evidence (including RWE), guideline recommendations, as well as emerging research and future of practice
- VTE diagnosis, treatment, length of treatment in prevention of recurrent VTE, and transition of care between secondary and primary care
- Individualized care (VTE bleeding and thrombosis risk assessment based on patient characteristic(s))
- Role of DOACs in Cancer associated VTE

The intent of this RFP is to support independent education initiatives for healthcare professionals. Various formats and designs will be considered, with priority given to those that leverage innovative data and content delivery mechanisms including an omnichannel approach (an integrated approach between multiple channels of education and engagement).

A successful proposal should include:

- Clear and concise statement of the goal, learning objectives, and expected outcomes of the educational initiative
- Learning plan that incorporates innovative techniques designed to engage learners, promotes application of education into practice, and incorporates a patient-centered approach to care
- Tailored educational design based on learner preference
- Resources and tools that provide HCP learners the opportunity to facilitate change to improve patient outcomes, including patient educational resources
- Measurement of outcomes, inclusive of learner progression throughout the activity, extent to which the activity closed the identified practice gaps, and patient impact
- Preference will be given to programs who can segment their metrics by physician type listed below under target audience (i.e. cardiologist, generalist, hematologist/oncologist, and HCPs within the hospital setting).
 - Metrics per physician group gather preferences for learning through type of content, for type of content, subject, and channel of content (e.g.. social, face to face, congress, webinar) and format (e.g. infographic, video) when applicable

It is not our intent to support research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.

Target Audience

- Cardiologists
- Generalists (e.g. primary care providers, allied health professionals)
- Hematologists/Oncologists
- Healthcare professionals in the hospital setting (e.g. Hospitalists, Emergency Department physicians, Pharmacists, etc.)

Expected Approximate Monetary Range of Grant Applications:

The grant maximum under this RFP will be up to \$250,000 USD for initiatives with large potential reach and impact. Smaller grant budgets will be considered. Requests for regional/multi-country educational proposals are within scope, however, single-country programs will not be considered. We anticipate supporting approximately 3 grants.

Key Dates:

- RFP release date: July 7, 2023
- Grant Application due date: August 15, 2023

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



- Anticipated Grant Award Notification Date: September 2023
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start Date: 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 BMS CV IME**
 - Select the following Primary Area of Interest: CVM - Anti-coagulation (AFIB, VTE)
- 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 “**2023 IM Global BMS CV IME**”

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 and BMS 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 and BMS Bristol-Myers Squibb

Pfizer and Bristol-Myers Squibb (BMS) are collaborating to provide grant support for continuing professional education in the areas of atrial fibrillation and venous thromboembolism. We are committed to supporting innovative, independent medical education for healthcare professionals.

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 and BMS 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.

