

Pfizer Independent Medical Education Request for Proposals

Increasing Healthcare Professional Skills For COVID-19 Vaccine Discussions That Advocate Vaccination

Competitive Grant Program – Pfizer Internal Review Process



Overview

This competitive program seeks to encourage organizations to submit grant applications focused on providing healthcare professionals (HCPs) with skills and confidence to address COVID-19 vaccine hesitance and advocate for vaccination. The goal of the program is to ensure HCPs involved in patient care have the knowledge, skills and comfort needed to have effective conversations with patients in their day-to-day practice to address vaccine misinformation and hesitancy.



Geographic Scope of Project

United States



Project Types and Area of Interest

Potential applicants are encouraged to identify and address the educational needs, barriers and gaps in skills and knowledge for HCPs relating to difficult conversations about vaccine hesitancy. This may include:

- Educational tools/resources to reduce information gaps and promote knowledge and skill acquisition.
- Educational programs to improve knowledge comprehension.



Key Milestones

- Application submission deadline: **September 3, 2024**
- Anticipated decision notification date: **November 2024**
- Anticipated project start date: **December 2024**



Funding Range and Project Length

Individual **projects requesting up to \$200k** will be considered, higher amounts will be considered if justified.

Project Length will be a **maximum of 12 months**.

I. Eligibility

Geographic Scope/Location of Project:

- United States

Applicant Eligibility Criteria

- The following may apply: medical, dental, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional organizations/medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement.
- Only organizations are eligible to receive grants, not individuals or medical practice groups (i.e., an independent group of physicians not affiliated with a hospital, academic institution, or professional society).
- 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.
- The applicant must be the project/program lead or an authorized designee of such individual (e.g., project/program lead's grant coordinator).
- The project/program lead must be an employee or contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Pfizer Inc. We strongly recommend that applicants confirm this with their organization or institution prior to submitting an application. Grants awarded to organizations that are subsequently found to be unable to accept funding directly from Pfizer Inc. may be subject to rescission.
- For projects offering continuing education credit, the requesting organization must be accredited.

II. Requirements

Date RFP Issued:

- **July 9, 2024**

Clinical Area:

- Vaccines – COVID-19 vaccination

General Area of Interest for this RFP:

Projects that will be considered for Pfizer support will focus on **COVID-19 vaccine hesitancy in the US population:**

- Projects should target healthcare professional (HCP) knowledge, skills, and confidence around COVID-19 vaccination. In order to build patient trust and manage difficult conversations about COVID-19 vaccine hesitancy, this project aims to provide HCPs with the tools and information they need to engage patients. Proposed plans should help HCPs manage difficult conversations and strengthen their competency and comfort surrounding COVID-19 vaccination. The project should be delivered in a method that fits into busy HCP schedules offering a flexible learning experience.
- Projects of interest should propose multifaceted/multimodal training, education, or other innovative methods to equip HCPs with tools and evidence-based strategies to elevate their knowledge and skills specific to facilitating effective discussions and trust-building about COVID-19 vaccination with patients. These engagement strategies should target addressing vaccine hesitancy, increasing vaccine confidence, and helping HCPs actively advocate for greater vaccine acceptance.

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:

- Healthcare professionals including physicians, pharmacists, nurses, physician assistants, nurse practitioners, other HCPs

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting **up to \$200k** will be considered. The estimated total available budget related to this RFP is \$440k.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates:

- RFP release date: **July 9, 2024**
Grant Application due date: **September 3, 2024**
Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Anticipated Grant Award Notification Date: **November 2024**
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start and End Dates: **December 2024 to November 2025.**

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 Choose an item 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: **2024 VAC US COVID Vaccine Hesitancy IME**
 - Select the following Primary Area of Interest: **VAV – COVID19 – (Vaccine) - 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.
- Please click [here](#) for a checklist to refer to PRIOR to submitting your application.

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 Angelo Carter (Angelo.Carter@pfizer.com), with the subject line “**2024 VAC US COVID Vaccine Hesitancy 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.
- Under Pfizer's competitive grant program, modifications to grant agreements will not be reviewed unless a genuine conflict exists as between applicable law and the terms of the relevant grant agreement. Applicant is encouraged to share the core terms with counsel for approval prior to submitting an application.
- Except where prohibited by applicable law and, in any case, subject to review by Pfizer Legal, payment of grant funding may only be paid to the grantee organization.

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

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. General organizational running costs such as legal fees, insurance, heating, and lighting etc. should be included in an Institutional Overhead (if required). These costs are not specific to a grant request and therefore, should not appear as line items in budgets. However, costs that are specific to the study (e.g., some countries require insurance to be taken out on a per-study basis for clinical research) would be acceptable to be included as line items.