

Pfizer Independent Medical Education RFP

Increase Awareness & Understanding of Emerging Hemophilia Treatment Options

Competitive Grant Program –Pfizer Internal Review Process



Overview

This competitive program seeks to encourage organizations to submit grant applications for independent medical education initiatives that will result in the measurable improvement of the medical and scientific understanding of emerging treatment options for patients with Hemophilia.



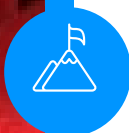
Geographic Scope

United States



Project Types and Area of Interest

Potential applicants are encouraged to identify and address the educational needs of healthcare professionals to increase awareness of emerging hemophilia treatment options.



Key Milestones

- **Application submission deadline: October 9, 2024**
- Anticipated decision notification date: November 2024
- Anticipated project start date: December 2024



Funding Range

- Individual projects requesting up to **\$100,000** will be considered. Pfizer anticipates awarding **1 grant**.

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, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations and medical societies; patient advocacy groups; 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.
- For projects offering continuing education credit, the requesting organization must be accredited.

II. Requirements

Date RFP Issued

- August 21, 2024

Clinical Area

- **Hemophilia**

General Area of Interest for this RFP:

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

- Educating on the evolving treatment landscape (i.e. genetic medicine, rebalancing strategies) for hemophilia to improve the understanding of these novel approaches and their potential clinical applicability.
- Discussing shared decision making (SDM) and practical approaches on how SDM can be incorporated into hemophilia patient care¹
- Educating on the benefits of omnichannel healthcare strategies which can provide a seamless, personalized service and patient care experience²
- Sharing knowledge and best practices (i.e. staff training, SOP, follow-up care) on how Hemophilia Treatment Centers (HTCs) and multidisciplinary team are preparing for novel therapies in development
- Advancing patient education on the evolving hemophilia treatment landscape and improving patient's empowerment and ability to make informed decisions about their care

All live activity types will be considered through this RFP, however, activities taking place at live major meetings that include enduring materials and programs with national reach are of particular interest.

Target Audience

- Members of multidisciplinary teams that care for Hemophilia patients including but not limited to Hematologists, Pharmacists, Specialty Nurses, Genetic Counsellors, Medical Geneticists, and other Physicians

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting **up to \$100,000** will be considered. Pfizer anticipates awarding **1 grant**.
- This RFP will remain open while funds last. Once the full budget is spent the RFP will be closed and new requests will no longer be accepted.

Key Dates:

- RFP release date: August 21, 2024
- **Grant Application due date: October 9, 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 Date: after December 1, 2024**

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: **2024 RD US Hemophilia Education**
- 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, Amanda Stein (amanda.j.stein@pfizer.com@pfizer.com)**, with the subject line "**US Hemophilia Education**".

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. Valentino, L., Blanchette, V., Negrier, C., O'Mahony, B., Bias, V., Sannié, T. & Skinner, M. (2021). Personalising haemophilia management with shared decision making. *The Journal of Haemophilia Practice*, 8(1) 69-79. <https://doi.org/10.17225/jhp00178>
2. Moreira A, Alves C, Machado J, Santos MF. An Overview of Omnichannel Interaction in Health Care Services. *Mayo Clin Proc Digit Health*. 2023 Jun;1(2):77-93. doi: 10.1016/j.mcpdig.2023.03.002. Epub 2023 Apr 3. PMID: 38013946; PMCID: PMC10069288.

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 10-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.
- Please describe how your proposal and/or your team seek to promote diversity, equity, and inclusion in this project.

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.