北京光大精准医学研究中心
Beijing Guangda Precision Medicine Research Center

Quality Improvement Grant Request for Proposals

Improving Atopic Dermatitis and Alopecia Areata Quality of Care to Standardize Management

Overview

Pfizer and the Beijing Guangda Precision Medicine Research Center are collaborating to offer a new grant opportunity for seeking proposals of quality improvement initiatives that will identify solutions and remove barriers measurably, improving quality of care and providing best practice around the management of adolescent and adult patients with Atopic Dermatitis (AD) or Alopecia Areata (AA).

Potential applicants are encouraged to propose regional level projects focused on improving the quality of diagnosis, treatment and long-term management for adolescent and adult patients affected by AD or AA. Quality Improvement projects must include a plan for measuring impact or outcomes. All intervention types within a QI framework are in-scope for this RFP including technology-based solutions, education or training initiatives, coordination of care between multiple centers or specialties, workflow or algorithm of quality control implementations, innovative digital solutions.

This Pfizer External Research & Grants (ER&G) involves a publicly posted general Request for Proposal (RFP) that provides detail regarding a general area of interest, sets timelines for review and approval. Beijing Guangda Precision Medicine Research Center will select the Expert Review Panel (ERP) to make final grant decisions, create a community of practice for the selected Grantees and share existing knowledge and tools. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the specific RFP.

For all quality improvement 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 or monitoring of the quality improvement program.

About Beijing Guangda Precision Medicine Research Center

Beijing Guangda Precision Medicine Research Center is engaged in health science, healthcare, scientific and technological research and implementation work, to enhance the medical academic exchanges, promote the development of medical research and improve the level of diagnosis and treatment, according to the progress in the therapeutic field in China.

About Pfizer

Pfizer External Research & Grants (ER&G) 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.

Geographic Scope/Location of Project

China (Mainland)

Key Milestones

Submission Deadline
July 30, 2025

Anticipated Grant Award Notification
September 29, 2025

Anticipated Project Start Date
January 2026

Funding Range and Project Length

Individual projects requesting up to **$115,000** will be considered.
Maximum project length is 1.5 years.

I. Eligibility

Geographic Scope/Location of Project

China (Mainland)

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; government agencies; and other entities with a mission related to 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).
- Collaborations within institutions (e.g., between departments and/or inter-professional), as well as between different institutions / organizations / associations, are encouraged. Please note all partners must have a relevant role and the requesting organization must have a key role in the project.
- The applicant must be the Project Lead/Principal Investigator (PI) or an authorized designee of such individual (e.g., Project Lead/PI's grant/research coordinator).
- The Project Lead/PI must be an employee or contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Pfizer Investment Co., Ltd. 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 Investment Co., Ltd. may be subject to rescission.

II. Requirements

Primary Area of Interest

- Atopic Dermatitis (AD), or Alopecia Areata (AA)

Specific Area of Interest for this RFP

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

- It is our intent to support projects that focus on identifying and addressing the practice needs, barriers and gaps for standardizing diagnosis, treatment and long-term management in adolescent and adult patients with moderate-to-severe AD or severe AA, to improve quality of care and best practice in provinces or cities in China.
- Identifying and addressing the needs of AD patients around the diagnosis, differential diagnosis, disease severity assessment, screening and evaluation before treatments, systemic treatment (including dose optimization), long-term management (≥ 6 months) based on Treat to Target (T2T) guidelines, factors affecting patient adherence, etc[1-6].
- Identifying and addressing the needs of AA patients around the diagnosis, differential diagnosis, disease severity assessment, systemic treatment (i.e. delay in treatment, combination therapy, time to onset of response, impact of disease and treatment history on efficacy), long-term management (≥ 6 months; i.e. sustainability of response), mental health management, patient adherence, etc[7-13].
- Projects must encompass systematic and continuous actions that directly impact patient care, including measurable outcomes via methodologically rigorous methods. Healthcare-associated direct & indirect cost is also considerable.
- Priority will be given to projects using diversified, composite and high-impact solutions of the provincial or city level, including but not limited to: supervision and quality control, technology-based solutions, education or training initiatives, innovative digital solutions, optimization of disease diagnosis and management workflow or algorithm, clinical guidelines implementation, etc.
- Adherence to local regulations and healthcare quality management plan regarding AD and AA diagnosis, treatment and management.
- Sustainability of the initiative must be discussed in the proposal.
- Proposals that describe how its programmatic intervention can be expanded to other settings or regions to improve patient health outcomes are encouraged.

- There is a considerable amount of interest in receiving responses from projects that utilize system-based changes. Although educational efforts for grantees and patients may be entirely appropriate components in responses to this RFP, projects that include an overt description of system changes will be given high priority.

Target Audience

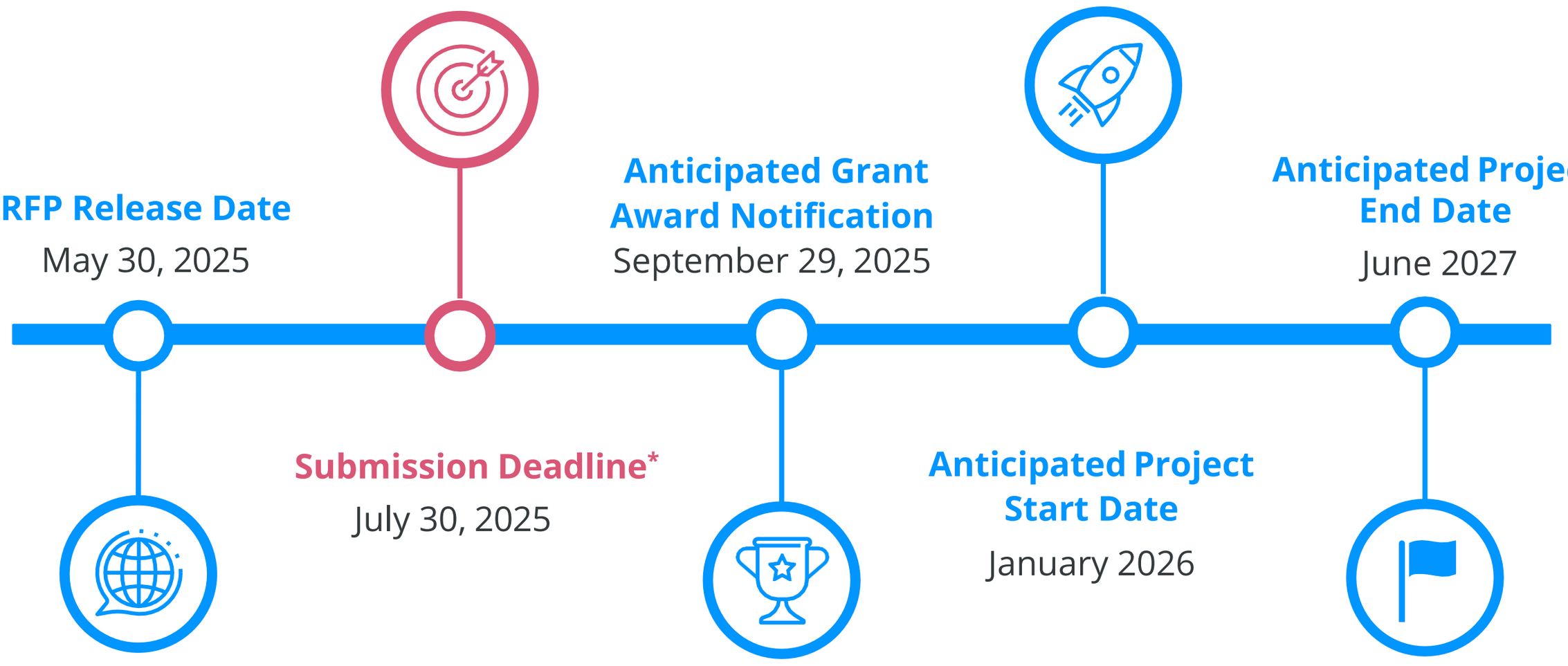
- Dermatologists and other relevant HCPs that diagnose and treat patients with Atopic Dermatitis (AD) or Alopecia Areata (AA)

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to $115,000 will be considered. The estimated total available budget related to this RFP is $695,000.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.
- The amount of the grant Pfizer will be prepared to fund for any project will depend upon the expert review panel's evaluation of the proposal and costs involved and will be stated clearly in the grant agreement.

IMPORTANT: Grants will be distributed following a fully executed agreement and submission of Final Protocol, Documentation of IRB/IEC Approval, Regulatory Approval (if applicable), Exemption or Waiver.

Timeline



IMPORTANT: Be advised applications submitted after the due date will not be reviewed.
* Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).

III. Submissions

How to Submit

IMPORTANT: 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/QI and sign in.
    - Note: there are individual portals for each grant application type. Please be sure to use the URL above.
    - First-time users should click “Create your password”.
- Click the button "**Start a New Quality Improvement Application**"
- Requirements for submission:
    - **Complete all required sections of the online application** and **upload your project proposal** (see Appendix) in the Full Proposal Submission field.
- In the application:
    - For the question “**Competitive Grant?**” select “**Yes**”
    - Select the following **Primary Area of Interest**: Dermatology - Atopic Dermatitis – QI, or Dermatology - Alopecia Areata – QI
    - Select the following **Competitive Grant Program Name**: 2025 I&I CN Improving AD and AA Quality of Care to Standardize Management

Questions

- If you encounter any technical difficulties with the website, please click here or the “Technical Questions” link at the bottom of the page in cybergrants.
- Please click here to view “Frequently Asked Questions” regarding the Competitive Grant Program.
- If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Juan Liu (GMGChina@pfizer.com), with the subject line “2025 I&I CN Improving Atopic Dermatitis and Alopecia Areata Quality of Care to Standardize Management, May 30, 2025 ”.

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.

Review and Approval Process

- A specific grant program RFP uses an expert review panel (ERP) to make final grant decisions.
- The panels are comprised of professionals from the medical community with advanced degrees and expertise in particular clinical areas, or specific needs of a geographic region/learner group, or expertise in research, continuing professional development or quality improvement.

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.

About Pfizer Quality Improvement Projects

Quality improvement (QI) projects are systematic, data-guided, sustainable activities designed to bring about immediate, positive changes in the delivery of healthcare in particular setting (14,15). Quality improvement seeks to standardize structure and processes to reduce variation, achieve predictable results, and improve outcomes for patients, healthcare systems, and organizations. Structure includes things like technology, culture, leadership, and physical capital. Process includes knowledge capital (e.g., standard operating procedures) or human capital (e.g., education and training) (16).

QI projects systematically apply what is already known into the local practice, intended to quickly improve patient care within a specific setting. The goal of QI projects is to close a gap in performance at a specific health care system. The "performance" is a standard in health care that is not efficiently/appropriately/consistently being done (17). For these reasons, QI focuses on translating existing knowledge into programs or practices to immediately improve the quality of services to individuals and populations within a local institution or setting (18). The risk of participation in QI is the same as the risk of receiving standard clinical care (19) since the standard of care remains the same for all patients.

In contrast, research projects use a systematic approach to discover something that is unknown. Research projects add new knowledge to what was previously unknown in literature through testing of a hypothesis or a scientific question (17). Research aims to generate knowledge with broad applications, often through controlled studies. The subjects may or may not benefit directly from the knowledge gained. Research studies aim to evaluate an innovation, study something new, or analyze a process not yet rigorously studied (19).

References

1. Song ZQ, et al. Clinical pathway for the diagnosis and treatment of moderate to severe atopic dermatitis in China (2023): an expert consensus. Chin J Dermatol, Nov 2023, 56 (11) : 1000-1007.
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4. Gu H, et al. Guideline for diagnosis and treatment of atopic dermatitis in China (2020). Chin J Dermatol, Feb 2020, 53(2):81-88.
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15. Lynn J, et al., Ann Intern Med, 2007.
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17. Jackson C, Research Quality Manager, Office of Research and Scholarship University of Maryland, Baltimore School of Nursing.
18. Columbia University Institutional Review Board Guidance for the Classification of Quality

Improvement Activities Versus Research with human Subjects, 2023.
19. Newhouse et al., J Nurs Adm, 2006.ibliography of relevant references.

Appendix

IMPORTANT: Specific RFP Submission Requirements

Applications will be accepted via the online portal listed in the How to Submit section. Project Proposals/Protocols 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 Full Proposal please ensure it addresses the following sections:

Goals and Objectives

- Briefly state the overall goal of the project. Also describe how this goal aligns with the focus of the RFP and the goals of the applicant organization(s).
- List the overall objectives you plan to meet with your project both in terms of learning and expected outcomes. Objectives should describe the target population as well as the outcomes you expect to achieve as a result of conducting the project.

Assessment of Need for the Project

- Please include a quantitative baseline data summary, initial metrics (e.g., quality measures), 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.
- Describe the source and method used to collect the data. Describe how the data was analyzed to determine that a gap existed.
- If a full analysis has not yet been conducted, please include a description of your plan to obtain this information.

Target Audience

- Describe the primary audience(s) targeted for this project. Also 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 and the way it addresses the established need.
- If your methods include educational activities, please describe succinctly the topic(s) and format of those activities.

Innovation

- Explain what measures you have taken to assure that this project idea 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 related to this project.

Evaluation and Outcomes

- In terms of the metrics used for the needs assessment, describe how you will determine if the practice gap was addressed for the target group. Describe how you expect to collect and analyze the data.
- Quantify the amount of change expected from this project in terms of your target audience.
- Describe how the project outcomes will 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

- The budget amount requested must be in **Chinese YUAN (CNY).**
- Food and/or beverages for Participants/Attendees will not be supported for this specific RFP.
- While estimating your budget please keep the following items in mind:
    - 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.
    - The inclusion of these costs cannot cause the amount requested to exceed the budget limit set forth in the RFP.
    - Pfizer does not provide funding for capital purchases (infrastructure expenses such as equipment, purchases of software or software licenses, technology or bricks and mortar). Equipment hire/leasing is acceptable and may be included in project budget.
    - It should be noted that grants awarded through Pfizer External Research & Grants (ER&G) cannot be used to purchase Pfizer therapeutic agents (prescription or non-prescription).
- Pfizer maintains a company-wide, maximum allowed overhead rate of 28% for independent studies and projects. Please click here for details.