

Pfizer Quality Improvement Request for Proposals

Competitive Grant Program – using Pfizer Internal Review Process

*Optimizing maternal immunization practice in Malaysia
Indonesia Singapore Philippines*



Overview

This competitive program seeks to support Quality Improvement initiatives that focus on optimizing the quality of care of maternal immunization practice and the access to vaccination during pregnancy in Malaysia, Indonesia Singapore & Philippines.



Geographic Scope

Malaysia, Indonesia, Singapore, Philippines



Project Types and Area of Interest

Potential applicants are encouraged to utilize QI programs to address the different barriers and gaps for maternal immunization practice. This may include:

- Optimizing and streamlining information to health care community and pregnant women on maternal immunization role to prevent respiratory infections in newborns.
- Novel clinical pathways and multidisciplinary approaches to optimize immunization practices during pregnancy.
- Equitable access to maternal immunization services.
- Integrating Digital health solutions to improve immunization coverage and monitoring in pregnant women. Projects focusing on use of latest digital and artificial intelligence-based solutions with clear outputs and outcomes would be preferred.
- Addressing vaccine hesitancy in pregnant women.
- Proposals with definitive plans for publications in academic journals and conferences would be preferred.



Key Milestones



Funding Range and Project Length

Individual projects requesting up to \$50,000 will be considered. Projects costing higher than this may be considered on a case-by-case basis.

Project duration: up to 12 months.

I. Eligibility

Geographic Scope/Location of Project:

- Malaysia, Indonesia Singapore, Philippines

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 International LLC. 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 International LLC may be subject to rescission.

II. Requirements

Primary Area of Interest:

- Vaccines – Maternal Immunization

General Area of Interest for this RFP:

- It is our intent to support projects that focus on:
 - Optimizing and streamlining information to health care community and pregnant women on maternal immunization role to prevent respiratory infections in newborns.
 - Novel clinical pathways and multidisciplinary approaches to optimize immunization practices during pregnancy.
 - Equitable access to maternal immunization services.
 - Integrating Digital health solutions to improve immunization coverage and monitoring in pregnant women. Projects focusing on use of latest digital and artificial intelligence-based solutions with clear outputs and outcomes would be preferred.
 - Addressing vaccine hesitancy in pregnant women.

Proposals with definitive plans for publications in academic journals and conferences would be preferred.

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

- Medical, nursing, and allied health professionals (including midwives) from healthcare institutions (large and small), professional associations and medical societies, and other entities with a mission related to healthcare professional education and/or healthcare improvement.

Disease Burden Overview

- Maternal immunization (1, 2) is an established public health intervention with a long successful history. Successful maternal vaccination against tetanus, influenza and pertussis has led to the development of vaccines against Group B Streptococcus (GBS) and Respiratory Syncytial Virus (RSV), and other new potential vaccines in the future.
- Despite the World Health Organization (WHO) positions in favor of maternal immunization, few low/middle-income countries have introduced additional maternal vaccines beyond tetanus toxoid (3). Creating effective implementation strategies and tools is essential for adequate maternal immunization uptake to decrease disease burden in pregnant women and/or their infants.
- The disease burden of RSV, Pertussis, influenza, and COVID-19 in newborn infants in Malaysia, Indonesia Singapore and Philippines is significant and varies for each disease:

Respiratory Syncytial Virus (RSV):

- Respiratory Syncytial Virus (RSV) poses a significant burden in all three countries, particularly among infants. In Malaysia, 81.3% of respiratory admissions in infants ≤ 6 months were RSV-related (3). Indonesia Singapore reported hospitalization rates of up to 25 per 1,000 child-years in children under 1, with a 1.9% fatality rate (4). In the Philippines, RSV is consistently among the top respiratory viruses, with hospitalization rates 2–8 times higher than influenza in infants under 6 months and a 3.1% fatality rate in those under 2 months (5, 6).

Influenza:

- Influenza affects young children notably across the region. In Malaysia, 5.5% of infants ≤ 6 months hospitalized for respiratory infections tested positive (3). Indonesia Singapore saw the highest incidence in children aged 0–4 years, with up to 114 cases per 100,000 (7). In the Philippines, 30% of the 55,000 influenza-like illness cases in 2019 were in children under 5, highlighting a substantial pediatric burden (8).

Pertussis:

- Pertussis has resurged in Malaysia and Indonesia Singapore. Malaysia saw a dramatic rise in incidence from 2.9 to 34.2 per million in one year, with 85% of deaths in infants under 6 months (9, 10). Indonesia Singapore reported 2,163 cases in 2023, mostly in unvaccinated individuals, with 38% in infants under

1 (10). The Philippines had limited recent data in the document, suggesting underreporting or inadequate surveillance.

COVID-19:

- COVID-19 continues to impact children and pregnant women. In Malaysia, 7.7% of pediatric cases were in infants under 1 year, with a trend toward younger age groups (11). Indonesia Singapore reported high mortality in children, especially those aged 10–18 and under 1 year (12). In the Philippines, COVID-19 was linked to maternal and neonatal complications, with over 90% of pediatric cases requiring hospitalization and over a third experiencing moderate to critical illness (13).

Recommendations and Target Metrics

- WHO recommends that the RSVpreF maternal vaccine be given to pregnant women during the third trimester of pregnancy, from week 28 onwards, to optimize for the adequate transfer of antibodies to their baby. The vaccine may be given during routine antenatal care, including at one of the 5 WHO-recommended antenatal care visits in the third trimester or any additional medical consultations (14).
- WHO recommends vaccination with one dose of tetanus, diphtheria and acellular pertussis vaccine (Tdap) during pregnancy - in the 2nd or 3rd trimester and preferably at least 15 days before the end of pregnancy (15). The WHO has also recommended COVID-19 and Influenza (inactivated) vaccines in pregnancy to protect the mother and baby (15).

Gaps Between Actual and Target, Possible Reasons for Gaps

- There is a significant gap in the maternal immunization practices across these countries. In Malaysia, maternal immunisation coverage for Tdap, COVID-19, and influenza remains limited due to vaccine hesitancy, lack of awareness, and inconsistent regional implementation, despite high TT uptake through antenatal care (16). Despite the potential benefit of maternal immunization and the WHO recommendations there exist several gaps and programmatic challenges for maternal immunization in south and south east Asia (17).

Expected Approximate Monetary Range of Grant Applications

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.

- Individual projects requesting up to \$50,000 will be considered. Projects costing higher than this may be considered on a case-by-case basis.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates:



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)

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 “**Start A New Quality Improvement Grant Application**” button.
- Requirements for submission:
 - Complete all required sections of the online application
 - **IMPORTANT:** Upload proposal (see Appendix) in the Proposal/Protocol field.
- In the application:
 - For the question “**Competitive Grant?**” select “**Yes**”
- Select the following Primary Area of Interest: **VAV - RSV - Maternal Immunization – QI**
- Select the following Competitive Grant Program Name: **2025 VAC MISP Maternal Immunization QI**

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, Neha Singhal (Neha.Singhal@pfizer.com), with the subject line “Optimizing maternal immunization practice in Malaysia Indonesia Singapore Philippines June 2025”.

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.

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.
- This RFP is supported by Pfizer International LLC and, if approved the payment will be issued by a Pfizer US based legal entity.

About Pfizer Grants

Pfizer 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 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 research 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 Pfizer QI Grants

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 (1,2). 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) (3).

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 (4). 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 (5). The risk of participation in QI is the same as the risk of receiving standard clinical care (6) 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 (4). 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 (6).

References

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11. Ng DC-E, Tan KK, Chin L, Ali MM, Lee ML, Mahmood FM, et al. Clinical and epidemiological characteristics of children with COVID-19 in Negeri Sembilan, Malaysia. *International Journal of Infectious Diseases*. 2021;108:347-52.

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15. Organisation WH. Vaccination before and during pregnancy. 2024.
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17. Kamath GD, Kukreja S, Mukherjee P, Kolhapure S, Sathyanarayanan S. Maternal immunization: trends in South and Southeast Asian countries. *The Journal of Maternal-Fetal & Neonatal Medicine*. 2022;35(25):8372-81.

Appendix

IMPORTANT: 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 U.S. dollars (USD) or local currency.
- 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 GMGP 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.

Required Documents

- Project Plan or Proposal
- Include any additional documents you would like to receive in the application (e.g. Letter of Support, from the Organization).