

# Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

*Advancing Health Care Professionals' knowledge and understanding of adult and maternal vaccination against respiratory infections*



## Overview

This competitive program aims to support educational initiatives to enhance health care professionals' understanding and competence in adult and maternal vaccination.

The burden posed by vaccine-preventable diseases in adults is significant<sup>1</sup>, yet adult immunisation schedules are less well established than those for children and adolescents and uptake remains suboptimal<sup>2,3</sup>. Vaccinations during pregnancy are recommended in many European countries to protect mothers and their infants from respiratory diseases but even in countries with established national immunization programs, vaccination coverage rates among pregnant women remain low<sup>4,5</sup>.



## Geographic Scope

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Ireland, Israel, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Ukraine



## Project Types and Area of Interest

Potential applicants are encouraged to identify and address the educational needs of HCPs relating to adult and maternal vaccination. This may include:

- Educational strategies and programs to increase awareness regarding vaccination recommendations of adults and to improve their implementation.
- Development or adaptation of educational resources related to adult and maternal vaccination tailored to the needs of different types of HCPs.
- Educational tools/resources to reduce information barriers, support care coordination, and promote knowledge acquisition.

Educational initiatives of which the general public and/or patients are the audience are **not** in scope of this RFP.



## Key Milestones

**Submission Deadline**

**Anticipated Grant Award Notification**

**Anticipated Project Start Date**



## Funding Range and Project Length

Individual projects requesting up to 35,000.00 EUR will be considered. For collaborative multi-country projects, a proportionally higher amount might be acceptable.

Maximum project length is 12 months.

## I. Eligibility

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### Geographic Scope/Location of Project:

- Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Ireland, Israel, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Ukraine

### 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

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### Primary Area of Interest:

- Vaccine Preventable Disease

### General Area of Interest for this RFP:

*It is not our intent to support research projects with this RFP. All research projects including those evaluating the efficacy of therapeutic or diagnostic agents will not be considered.*

Projects that will be considered for Pfizer support will focus on educational approaches to improve HCPs knowledge of adult and maternal vaccination. Educational program objectives may include, but are not limited to, the following:

- Developing and/or adapting educational resources,
- Grand rounds – single events or series,
- Online articles, newsletter articles, training courses, webinars and downloadable practice resources,
- Digital platforms (e.g., videos, podcasts, infographics, animations, social media-linked content).

All proposals should include innovative dissemination plans to expand the reach of tools and resources to focal populations and outcomes assessment strategies (behavioral change, knowledge level, call to action implementation, barriers etc.).

### Target Audience

- Physicians, Pharmacists, GPs, Pediatricians, ObGyns, Pulmonologists, Family Physicians, Nurses, Midwives and other healthcare professionals involved in vaccination.

### Expected Approximate Monetary Range of Grant Applications

- **Individual projects** requesting up to **35,000.00 EUR** will be considered. For collaborative multi-country projects, a higher amount might be acceptable. The estimated total available budget related to this RFP is up to 350,000.00 EUR.
- 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/IndependentMedEd](http://www.cybergrants.com/pfizer/IndependentMedEd) 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 Independent Medical Education Application” button.

Requirements for submission:

- Complete all required sections of the online application
- **IMPORTANT: Upload proposal (see Appendix) in the General RFP Submission field.**

In the application:

- For the question “**Competitive Grant?**” select “**Yes**”
- Select the following Primary Area of Interest: **VAV - Public Health/Vaccinology - IME**
- Select the following Competitive Grant Program Name: **2025 VAC Int Immunization Practice Gaps IME**

## 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, Nicola Fenderico ([nicola.fenderico@pfizer.com](mailto:nicola.fenderico@pfizer.com)), with the subject line “2025 VAC Int Immunization Practice Gaps IME”.

## 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 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.

## References

- 1) Yuxin Jiang et al., Global, regional, and national burdens of vaccine-preventable infectious diseases with high incidence among middle-aged and older adults aged 55-89 years from 1990 to 2021: Results from the global burden of disease study 2021. *Vaccine*. 2025.
- 2) Adult Vaccination in EU member states. <https://www.ci-ci.org/reports/adult-vaccination-in-eu-member-states/>
- 3) Survey report on national seasonal influenza vaccination recommendations and coverage rates in EU/EEA countries Data from the 2024 ECDC influenza survey, 2021–22 to 2023–24 influenza seasons. <https://www.ecdc.europa.eu/en/publications-data/survey-report-national-seasonal-influenza-vaccination-recommendations>
- 4) Mohammad S Razai et al., Facilitators and barriers to vaccination uptake in pregnancy: A qualitative systematic review. *PLoS One*. 2024.
- 5) Veronica Santilli et al., Maternal Immunization: Current Evidence, Progress, and Challenges. *Vaccines*. 2025.

## Appendix

### IMPORTANT: 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.

#### Assessment of Need 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 External Research & Grants (formerly Global Medical Grants & Partnerships) 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.

### Required Documents

- Project Plan/Proposal or Meeting Agenda