

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

COVID-19 Disease Burden on the High Risk Population



Overview

The objective of this RFP is to support educational initiatives focused on the burden of COVID-19 in adult patients with high-risk conditions. These programs are intended for geriatricians, infectious disease specialists, and primary care providers who care for high-risk patients. The aim is to enhance their ability to identify, diagnose, and manage COVID-19 effectively, particularly in populations with limited disease awareness and hesitancy toward oral treatment. It is important to emphasize that COVID-19 remains a significant disease, with high rates of hospitalization and mortality among high-risk groups.



Geographic Scope

Global (ex-US) with priority in Europe, Asia-Pacific region



Project Types and Area of Interest

Through this RFP it is our intent to support educational programs for HCPs that address knowledge gaps in identifying patients at high risk for developing severe COVID-19 outcomes, including hospitalization or death, and are designed to help achieve the following goals:

- Improve identification of patients with high-risk conditions and their eligibility for COVID-19 treatment.
- Recognize the importance of early COVID-19 intervention/treatment in high-risk patients.
- Outline COVID-19 complications associated with high-risk conditions and the impact they have on patients and healthcare systems.
- Long term impact of COVID-19, including long COVID and worsening or new onset of diseases (diabetes, Cardiovascular diseases).

Projects that use web based platforms and tools for educating HCPs in multiple countries will be considered. And thus platforms should support multiple languages/translations for HCPs from multiple countries.



Key Milestones

Submission Deadline

**Anticipated Grant
Award Notification**

**Anticipated Project
Start Date/Duration**



21 AUG 2025



OCT 2025



DEC 2025



Funding Range and Project Length

Projects covering multiple countries requesting up to \$175,000 will be considered. Projects costing higher than this may be considered on a case-by-case basis.

Maximum project length is one year.

I. Eligibility

Geographic Scope/Location of Project:

Global (ex-US) with priority in Europe, Asia-Pacific region

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

Primary Area of Interest:

- VAV - COVID-19 (Antiviral)

General Area of Interest for this RFP:

General Practitioners, primary care providers, and infectious disease specialists all play a critical role in identifying, assessing, and managing high risk patients with COVID-19. To effectively do so, they must be equipped with a comprehensive understanding of the clinical presentation and overall impact of COVID-19 on the HR population. Providers need to stay up to date with ongoing research and the latest evidence-based approaches to care to ensure optimal patient outcomes.

Through this RFP it is our intent to support educational programs for HCPs that address knowledge gaps in identifying patients with high-risk conditions for developing severe COVID-19 outcomes, including hospitalization or death, and are designed to help achieve the following goals:

- Improve identification of patients with high-risk conditions and their eligibility for COVID-19 treatment.

- Recognize the importance of early COVID-19 intervention/treatment in high-risk patients.
- Outline COVID-19 complications associated with high-risk conditions and the impact they have on High Risk patients and healthcare systems.
- Long term impact of COVID-19, including long COVID and worsening or new onset of diseases (diabetes, cardiovascular diseases).

Projects that use web based platforms and tools for educating HCPs in multiple countries in priority regions (Europe, Asia Pacific) will be considered. Web platforms should support multiple languages/translations to reach HCPs from multiple countries.

All activity types will be considered and may include educational resources for physicians, for advanced practice providers, or for both.

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

- Infectious Disease Specialists
- Primary Care Providers, including but not limited to, Geriatricians, Family Medicine, Internal Medicine, and Urgent Care Providers

Expected Approximate Monetary Range of Grant Applications

- Individual projects covering multiple countries requesting up to \$175,000 will be considered. Projects costing higher than this may be considered on a case-by-case basis. The estimated total available budget related to this RFP is \$400,000.
- 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/knowledge 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 Knowledge Gap 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 - COVID-19 (Antiviral) - KG**
- Select the following Competitive Grant Program Name: **2025 VAC G COVID-19 Burden on the High Risk Population KG**

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) and Nicola Fenderico (nicola.fenderico@pfizer.com), with the subject line “**COVID-19 Disease Burden on High Risk Population 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 Inc. and, if approved the payment will be issued by a Pfizer US based legal entity.

References

- People with Certain Medical Conditions and COVID-19 Risk Factors | COVID-19 | CDC
- World Health Organization. Therapeutics and COVID-19: living guideline. 10 November 2023. Accessed June 2025. Coronavirus disease (COVID-19)
- Coronavirus Disease 2019 (COVID-19) Treatment Guidelines

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.

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

- The budget amount requested must be in U.S. dollars (USD).
- 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 ERG 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