



Education in the Era of Emerging Hemophilia Therapy (Round 2) Independent Medical Education Grant Request for Proposals

Introduction:

Pfizer and the National Bleeding Disorders Foundation are collaborating to offer another grant opportunity seeking proposals for independent medical education initiatives that will provide:

- Equitable education for people living with hemophilia to empower them to make evidence-based treatment choices.
- Education for physicians and multidisciplinary teams (MDTs) to enable shared decisions making (SDM) discussions on the emerging therapeutic options for treatment of hemophilia.

National Bleeding Disorders Foundation

The National Bleeding Disorder Foundation (NBDF) is dedicated to finding cures for inheritable blood and bleeding disorders and to addressing and preventing the complications of these disorders through research, education, and advocacy enabling people and families to thrive.

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.

Grants will be awarded in support of local (grass roots) independent medical education initiatives that will result in the measurable improvement of the medical and scientific understanding of emerging treatment options for people living with hemophilia and the MDTs that provide them care.

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.

Pfizer and NBDF are jointly issuing this Request for Proposal (RFP). Grant funding will be provided directly from Pfizer. NBDF will select the Expert Review Panel (ERP), create a community of practice for the selected Grantees and share existing knowledge and tools.

I. Eligibility

Geographic Scope/Location of Project:

- United States, Puerto Rico, Guam

Applicant Eligibility Criteria

- Eligible applicants include medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); PAGs or other non-profit organizations; 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).
- 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.
- For projects offering continuing education credit, the requesting organization must be accredited.

II. Requirements

Date RFP Issued:

- September 5, 2025

Clinical Area

- Hemophilia

Specific Area of Interest for this RFP:

- It is our intent to support continuing education activities/programs that focus on addressing the educational needs (at a local level) for people living with hemophilia (PLwH) and the multidisciplinary teams that care for them.¹
- Educating on the evolving treatment landscape for hemophilia to improve the understanding of these novel approaches.
- Discussing shared decision making (SDM) and practical approaches on how SDM can be incorporated into hemophilia patient care.^{2,3}
- Consider Educational approaches tailored to underserved populations, such as women, individuals in rural areas, and other groups.⁴
- Incorporate the lived-experience and perspectives of PLwH and/or caregivers in the project design where possible, ensuring the views are representative of a cross-section of the local patient population (racial, ethnic, needs and culturally diverse).⁴

Examples of educational formats that will be considered under this RFP include but are not limited to:

- Multi-activity or tiered education that builds over time such as a series of activities or curriculum-based learning
- Educational sessions during live conferences and live meetings
- Online articles, newsletter articles, training courses, webinars, podcasts
- Social media posted & linked content
- All learning resources such as videos, infographics, animations

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

- People living with hemophilia, caregivers and members of multidisciplinary teams that care for Hemophilia patients including but not limited to Hematologists, Pharmacists, Specialty Nurses, Genetic Counsellors, and other Physicians

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to \$15,000 will be considered. The estimated total available budget related to this RFP is \$90,000.
- 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.

Key Dates:

- RFP Release Date: **September 5, 2025**
- Grant Application Due Date: **October 15, 2025**

IMPORTANT: Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).

- Review of applications by ERP: **November 2025**
- Anticipated Grant Award Notification Date: **November 2025**
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start Date: on or after **December 15, 2025**. **Projects should be no longer than 12 months.**

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: **Hemophilia**
 - Select the following Competitive Grant Program Name: **2025 RD US NBDF Hemophilia Education IME**

Questions:

- If you have questions regarding this RFP, please direct them in writing to Talita Honorato-Rzeszewicz (talita.honorato-rzeszewicz@pfizer.com) and Alana Stracuzzi (astracuzzi@bleeding.org), with the subject line “Hemophilia Education RFP”.

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 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.

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. There will be one Pfizer Medical Affairs representative on the ERP.

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. Chaigneau M. et al. Challenges and knowledge gaps facing hemophilia carriers today: Perspectives from patients and health care providers. Res. Pra. Thromb. Haem. Vol 6 (6) 2022.
2. Valentino, L., et al.). Personalising haemophilia management with shared decision making. The Journal of Haemophilia Practice, 8(1) 69-79. <https://doi.org/10.17225/jhp00178>
3. NBDF. Shared Decision Making. Accessed May 20, 2025. <https://www.bleeding.org/bleeding-disorders-a-z/treatment/shared-decision-making>.
4. Arya S. et al. “They don’t really take my bleeds seriously”: Barriers to care for women with inherited bleeding disorders. J Throm Haem Vol 19 Issue 6, 2021

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 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.

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 GMGP 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.