# Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

## *Enhancing HCP Education in Maternal Vaccination*

### Overview

This competitive program aims to support independent medical education initiatives designed to enhance healthcare professionals' (HCPs') knowledge, competence, and clinical practice related to maternal vaccination.

Maternal immunization protects pregnant women and infants from vaccine-preventable respiratory infections, including RSV, influenza, pertussis, and COVID-19, during early infancy when risk is highest [1,4]. Despite WHO and CDC recommendations, uptake remains suboptimal due to gaps in HCP confidence, inconsistent guideline implementation, and communication challenges [2,3].

### Geographic Scope

Saudi Arabia

### Project Types and Area of Interest

Potential applicants are encouraged to identify and address the educational needs of HCPs involved in maternal care and vaccination within Saudi Arabia. This may include:

- Educational strategies and programs to increase awareness of maternal vaccination recommendations and to improve their implementation.
- Development or adaptation of educational resources related to maternal vaccination tailored to the needs of different types of HCPs.
- Innovative 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 |
|---|---|---|
| 7 MAY 2026 | JUL 2026 | SEP 2026 |

### Funding Range and Project Length

Individual projects requesting up to $75,000 will be considered. The estimated total available budget related to this RFP is $225,000.

Maximum project length is 12 months.

# I. Eligibility

## Geographic Scope/Location of Project:

- Saudi Arabia

## Applicant Eligibility Criteria

- The following may apply: medical, nursing, allied health, 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 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.
- For projects offering continuing education credit, the requesting organization must be accredited.

# II. Requirements

## Primary Area of Interest:

- VAV - Public Health/Vaccinology – IME

## General 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. Projects with the main goal of health care service quality improvement or scientific publication will also not be considered.*

- Projects that will be considered for Pfizer support will focus on educational approaches to improve HCP's knowledge of maternal vaccination. The 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.). Innovative approaches and collaborative multi-country projects within the geographic scope that can outline a high educational impact will be of particular interest.

## Target Audience

- Physicians, Pharmacists, Obstetricians and gynecologist, GPs, Nurses, Infectious Disease Specialists, Pulmonologists, Family Physicians, and other healthcare professionals involved in vaccination.
- 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.

## Expected Approximate Monetary Range of Grant Applications

- Individual projects requesting up to $75,000 will be considered. The estimated total available budget related to this RFP is **$225,000**.
- 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/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". It is strongly suggested to do this prior to the submission deadline.
- 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: **2026 VAC KSA Enhancing HCP Education in Maternal Vaccination 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, Neha Singhal (ExternalResearchandGrants@pfizer.com ), with the subject line "Enhancing HCP Education in Maternal Vaccination IME – March 23, 2026"

## 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.

## References


1. Santilli V, et al. Maternal Immunization: Current Evidence, Progress, and Challenges. Vaccines. 2025;13(5):450.
2. World Health Organization. Vaccination in pregnancy and lactation.
3. Centers for Disease Control and Prevention. Why Maternal Vaccines Are Important. Updated 2024.
4. Cho HK, et al. Maternal Immunization. J Infect Dis. 2025;231(4):830–836.


## 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 knowledge 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

- Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application.

- The budget amount requested must be in U.S. dollars (USD).
- While estimating your budget please keep the following items in mind:
- Independent Medical Education Grants awarded by ER&G 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