

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – using Expert Review Panel

Optimising Ulcerative Colitis Care: Bridging Knowledge Gaps, Integrating Biomarker-Based Strategies, and Advancing Equity



Overview

This grant supports educational initiatives designed to enhance healthcare professionals' knowledge and skills in the management of ulcerative colitis (UC). By integrating three key themes - transitioning from conventional to advanced therapies, educating on the role of biomarkers in long-term management of patients on S1P therapies and addressing rural and metropolitan disparities in UC care - this program aims to equip clinicians with evidence-based tools and approaches. Ultimately, these efforts seek to address current educational gaps, promote best practices in UC management, and improve patient outcomes across diverse settings.



Geographic Scope

Australia



Project Types and Area of Interest

This RFP seeks to support independent medical education initiatives that address one or more of the following areas:

- Educational needs related to the transition from conventional to advanced therapies in ulcerative colitis (UC), including treat-to-target strategies, use of intestinal ultrasound (IUS), and pursuit of deep remission.
- Education on the clinical relevance and interpretation of outcome measures, including biochemical markers, to support informed decision-making in the long-term management of patients on advanced therapies, particularly sphingosine-1-phosphate (S1P) receptor modulators.
- Disparities in UC care between rural and metropolitan settings, with a focus on improving access, awareness, and culturally appropriate care through education and technology-enabled solutions.

Projects should aim to bridge knowledge gaps, support the integration of objective and innovative assessment strategies, and empower clinicians to deliver high-quality, evidence-based care for patients with UC.



Key Milestones



Funding Range and Project Length

Individual projects requesting up to \$150,000 AUD will be considered.
Maximum project length is 1 years.

I. Eligibility

Geographic Scope:

- Australia

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 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:

- Gastroenterology – Ulcerative Colitis

Specific Area of Interest for this RFP:

Potential applicants are encouraged to develop and implement initiatives that address one or more of the following educational priorities:

1. Transitioning from Conventional to Advanced Therapies in UC

- Conducting comprehensive needs assessments to evaluate current gaps in HCP understanding of advanced therapy initiation, treat-to-target strategies, and the integration of objective assessment tools - such as intestinal ultrasound (IUS) and markers of deep remission - into clinical practice.
- Designing and delivering educational programs, workshops, or digital resources that enhance clinician knowledge and confidence in utilising advanced therapies, interpreting IUS findings, and applying treat-to-target approaches for optimal patient management in UC.
- Developing decision-support tools, clinical algorithms, or case-based learning modules that facilitate the adoption of evidence-based, individualised treatment pathways, with a focus on achieving deep remission and long-term disease control.
- Fostering multidisciplinary collaborations and peer-to-peer learning opportunities to share best practices, clinical experiences, and emerging evidence regarding advanced UC therapies, IUS assessment, and deep remission.

2. Educating HCPs on Biomarkers in Long-Term Management of S1P Therapies

- Providing education on the importance and relevance of outcome measures such as biochemical markers to better inform long-term efficacy and durability of response to advanced therapies, particularly S1P receptor modulators.
- Enhancing clinician understanding of how to interpret and apply biomarker data in clinical decision-making for patients on S1P therapies.
- Promoting awareness of existing evidence and consensus on biomarker-guided treatment strategies to support sustained disease control and personalised care.

3. Addressing Rural and Metropolitan Disparities in UC Care

- Conducting needs assessments to better understand, assess, and identify gaps in knowledge, access, and care delivery for both healthcare providers and patients in underserved settings.
- Developing educational tools and resources for clinicians, patients, and caregivers to increase UC awareness, promote culturally appropriate care, and enhance resource access in rural communities.
- Implementing educational programs and workshops - potentially in partnership with local healthcare organisations - that foster equitable UC support networks and address disparities in UC diagnosis and treatment, including through the use of technology-enabled care pathways

Note: 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

- Gastroenterologists, internal medicine specialists, primary care physicians, nurses and other health care professionals involved in the diagnosis, treatment, and management of patients with UC.

Expected Approximate Monetary Range of Grant Applications

- Individual projects requesting up to \$150,000 AUD will be considered. The estimated total available budget related to this RFP is \$150,000 AUD.
- 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:



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”.
- 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: **Gastroenterology - Ulcerative Colitis - IME**
 - Select the following Competitive Grant Program Name: **2026 I&I AU Ulcerative Colitis 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, Akihiro Kamina (akihiro.kamina@pfizer.com), with the subject line “2026 GenMed AU: Optimising Ulcerative Colitis (UC) Management RFP”.

Review and Approval Process

- Grant requests received in response to a specific RFP are reviewed by 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.

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

Clinical Guidelines on Ulcerative Colitis Management

- Rubin DT, Ananthakrishnan AN, Siegel CA, Barnes EL, Long MD. ACG Clinical Guideline Update: Ulcerative Colitis in Adults. *Am J Gastroenterol*. 2025;120(6):1187–1224.
- Al Kazzi ES. The Updated 2025 ACG Guidelines to Manage Adult Ulcerative Colitis Patients. *American College of Gastroenterology*. August 2025.
- Harbord M, Eliakim R, Bettenworth D, et al. Third European Evidence-based Consensus on Diagnosis and Management of Ulcerative Colitis. Part 2: Current Management. *J Crohns Colitis*. 2017;11(7):769–784.
- Singh S, Loftus EV Jr, Limketkai BN, et al. AGA Living Clinical Practice Guideline on Pharmacological Management of Moderate-to-Severe Ulcerative Colitis. *Gastroenterology*. 2024;167(7):1307–1343.

Outcome Measures and Biomarkers in UC and S1P Modulators

- Sandborn WJ, Vermeire S, Peyrin-Biroulet L, et al. Etrasimod as Induction and Maintenance Therapy for Ulcerative Colitis (ELEVATE): Two Randomised, Double-Blind, Placebo-Controlled, Phase 3 Studies. *The Lancet*. 2023;401(10383):1159–1171.
- Theede K, Holck S, Ibsen P, et al. Fecal Calprotectin Predicts Relapse and Histological Mucosal Healing in Ulcerative Colitis. *Inflamm Bowel Dis*. 2016;22(5):1042–1048.
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- De Vos M, Dewit O, D’Haens G, et al. Fast and Sharp Decrease in Calprotectin Predicts Remission by Infliximab in Anti-TNF Naive Patients with UC. *PLoS One*. 2024;19(1):e0295681.
- Jairath V, Rubin DT, Verstockt B, et al. The Effect of Etrasimod on Fecal Calprotectin and High-Sensitivity C-Reactive Protein: Results from the ELEVATE UC Clinical Program. *Inflamm Bowel Dis*. 2024. [Conference abstract]
- Sandborn WJ, Feagan BG, D’Haens G, et al. Ozanimod as Induction and Maintenance Therapy for Ulcerative Colitis. *N Engl J Med*. 2021;385(14):1287–1299.
- Feagan BG, Sandborn WJ, D’Haens G, et al. Early Clinical and Biomarker Response Predicts Long-Term Outcomes with Ozanimod in Ulcerative Colitis: Post Hoc Analysis of the True North Study. *J Crohns Colitis*. 2022;16(3):S001–S002. [Abstract]

Health Disparities in UC Care in Australia

- Crohn’s & Colitis Australia. State of the Nation in Inflammatory Bowel Disease Report. February 2025.
- Bennett AL, Wichmann M, Chin JK, et al. Rural Inflammatory Bowel Disease Care in Australia: Disease Outcomes and Perceived Barriers to Optimal Care. *Health Systems and Policy Research*. 2015;2(2):16.
- Wu R, Caquilpan V, Wilson W, Andrews JM, Connor SJ. P1239 Divided by Distance: Insights into Regional Disparities in Inflammatory Bowel Disease Care Across Australia from the Crohn’s Colitis Care Registry. *J Crohn’s Colitis*. 2026;20(Suppl_1):jjaf231.1420.

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

- The budget amount requested must be in Australian dollars (AUD).

- 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 GMG 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