

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

Advancing Adult Immunization Strategies: A Focus on the Impact of Respiratory Syncytial Virus (RSV) and Cardiorespiratory Outcomes



Overview

This RFP supports independent medical education initiatives aimed at advancing adult RSV immunization strategies with a particular emphasis on RSV infection and cardiorespiratory outcomes.

RSV is increasingly recognized as a contributor to adverse cardiorespiratory outcomes in high-risk adults, yet awareness and integration of RSV prevention into clinical practice remain limited.



Geographic Scope

United States



Project Types and Area of Interest

Program objectives may include:

- Describe the burden and cardiorespiratory impact of RSV
- Summarize current adult RSV immunization recommendations
- Highlight emerging evidence on RSV prevention
- Support integration of RSV immunization into clinical practice



Key Milestones

Submission Deadline

Anticipated Grant Award Notification

Anticipated Project Start Date/Duration



30 June 2026



July 2026



August 2026



Funding Range and Project Length

Individual projects requesting up to \$200,000 will be considered.

The estimated total available budget related to this RFP is \$200,000.

I. Eligibility

Geographic Scope/Location of Project:

- United States

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:

- Respiratory syncytial virus (RSV)

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.

Respiratory syncytial virus (RSV) is a highly contagious respiratory tract virus and a leading cause of severe lower respiratory tract infections in older adults and those with underlying medical conditions, especially those with cardiovascular disease (CVD). CVD increases the risk of severe RSV infection and can also trigger cardiovascular complications. In adults, RSV is increasingly recognized as a risk factor for events like heart failure decompensation, myocardial infarction, and arrhythmia. However, RSV remains under recognized as a contributor to cardiovascular hospitalizations.

- Since 2023, vaccines have been licensed for prevention of lower respiratory tract disease (LRTD) and are currently recommended in the US for all adults aged 75 and older and adults 50-74 years of age at increased risk of severe RSV illness.
- Emerging real-world evidence has shown a potential association between RSV vaccination and prevention of RSV-associated cardiorespiratory hospitalizations.
- The American College of Cardiology included RSV vaccination for patients with cardiovascular disease in their 2025 clinical guidance on adult immunizations.

- Despite RSV vaccine recommendations and emerging evidence, awareness among clinicians who manage patients with cardiovascular disease remains limited.
- This RFP seeks to support **independent medical education initiatives** that address unmet educational needs in recognition of RSV as a risk for cardiorespiratory events, understand emerging data on RSV vaccination and cardiorespiratory outcomes, and current RSV guidelines in adults.

Educational projects should improve HCP understanding and knowledge of:

- The epidemiology, burden, and outcomes of RSV infection in adults, particularly those with cardiovascular disease
- The relationship between RSV and cardiovascular morbidity and mortality
- Emerging real world evidence evaluating RSV prevention impact on cardiorespiratory outcomes
- Current recommendations for adult RSV vaccination
- The role of cardiology professionals in identifying, counseling, and managing patients eligible for adult immunization
- The importance of RSV prevention as a part of management of patient's cardiovascular disease and practical considerations for integrating immunization discussions into practice

Examples of Educational Formats Considered

Projects may include one or more of the following, but are not limited to:

- Agenda educational session at a live cardiology conference
- Independent CME symposia or educational series alongside major cardiology congresses, such as: American College of Cardiology (ACC), American Heart Association (AHA), other key national cardiology meetings
- Peer-to-peer education
- Online articles, newsletter articles, training courses, webinars
- Videos, podcasts, infographics, animations Peer-to-peer educational forums
- Enduring materials linked to congress-based education (e.g., recordings, toolkits, digital resources)

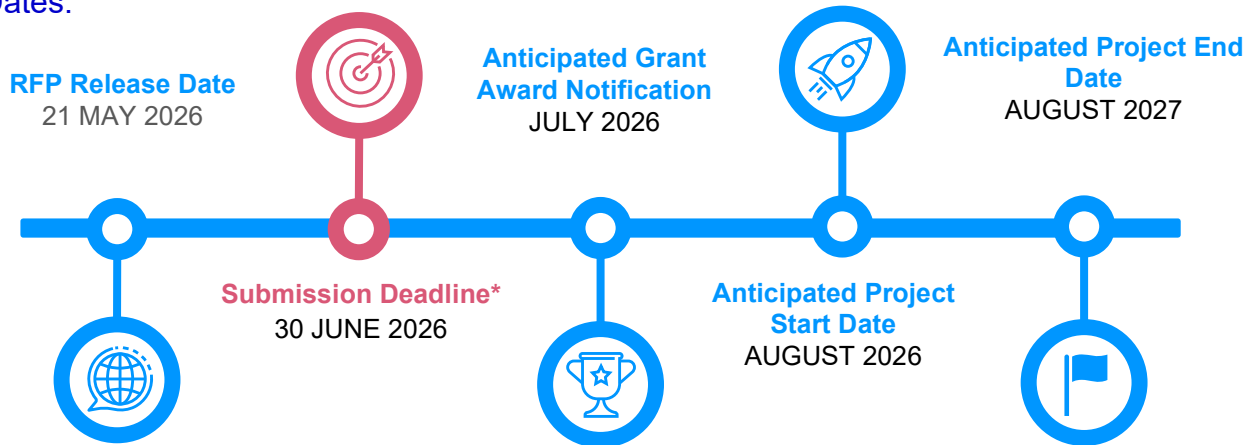
Target Audience

- Cardiologists (general cardiology, heart failure, preventive cardiology, interventional cardiology, electrophysiology)
- Cardiovascular advanced practice providers (NPs, PAs)
- Primary care physicians with a cardiovascular focus
- Pharmacists and other healthcare professionals involved in adult vaccination and cardiovascular care

Expected Approximate Monetary Range of Grant Applications

- Individual projects requesting up to \$200,000 will be considered. The estimated total available budget related to this RFP is \$200,000.
- 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”. It is strongly suggested to do this prior to the submission deadline.
- 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 - RSV (Respiratory Syncytial Virus) - KG**
- Select the following Competitive Grant Program Name: **2026 VAC US RSV Cardiovascular Care 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, Miguel Briceño, (miguelangel.briceno@pfizer.com), with the subject line “**Advancing Adult Immunization Strategies: A Focus on the Impact of RSV and Cardiorespiratory Outcomes**”

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

1. Ubamadu E, Betancur E, Gessner BD, et al. Respiratory syncytial virus sequelae among adults in high-income countries: a systematic literature review and meta-analysis. *Infect Dis Ther.* 2024;13:1399-1417. doi:10.1007/s40121-024-00974-7.
2. Ivey KS, Edwards KM, Talbot HK. Respiratory syncytial virus and associations with cardiovascular disease in adults. *J Am Coll Cardiol.* 2018;71(14):1574-1583.
3. Britton A, Roper LE, Kotton CN, et al. Use of respiratory syncytial virus vaccines in adults aged ≥ 60 years: updated recommendations of the Advisory Committee on Immunization Practices—United States, 2024. *MMWR Morb Mortal Wkly Rep.* 2024;73:696-702.
4. Centers for Disease Control and Prevention. RSV vaccine guidance for adults. CDC website. Updated February 24, 2026. Accessed May 19, 2026. <https://www.cdc.gov/rsv/hcp/vaccine-clinical-guidance/adults.html>.
5. Lassen MCH, Johansen ND, Christensen SH, et al. Bivalent RSV prefusion F protein-based vaccine for preventing cardiovascular hospitalizations in older adults: a prespecified analysis of the DAN-RSV trial. *JAMA.* 2025;334(16):1431-1441. doi:10.1001/jama.2025.15405.
6. Skaarup KG, Lassen MCH, Johansen ND, et al. Effect of RSV vaccine on heart failure hospitalizations: a prespecified analysis of the DAN-RSV trial. *J Am Coll Cardiol.* 2025;86(21):2062-2067. doi:10.1016/j.jacc.2025.08.023.
7. Wiegand RE, Sung H, Zhang Y, et al. Effectiveness of RSV vaccines against RSV-associated thromboembolic events. *Emerg Infect Dis.* 2026;32(2):246-249. doi:10.3201/eid3202.251520.
8. Heidenreich PA, Bhatt DL, Nazir N, et al. 2025 concise clinical guidance: an ACC expert consensus statement on adult immunizations as part of cardiovascular care. *J Am Coll Cardiol.* Published online August 26, 2025. doi:10.1016/j.jacc.2025.07.003.

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.
- 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.

Required Documents

- Project Plan/Proposal or Meeting Agenda