

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

COVID-19 burden and benefit of vaccination in individuals at increased risk

Overview

This competitive initiative aims to improve the education of and equip primary care physicians, pharmacists, specialists, other vaccinators and anyone involved in advocating for vaccination on COVID-19 and its acute and long-term clinical sequelae, including cardiovascular outcome, particularly in individuals at increased risk of severe COVID-19.

Geographic Scope

Global excluding US

Project Types and Area of Interest

Projects may address educational gaps related to COVID-19 burden, long-term consequences, vaccination strategies, and vaccine confidence in populations at increased risk of severe disease, including:

- Disease burden and risk of severe COVID-19 outcomes, particularly among individuals with underlying comorbidities.
- Acute and long-term clinical sequelae of COVID-19, including worsening or new-onset conditions such as diabetes and cardiovascular disease.
- Benefits of adapted COVID-19 vaccines in reducing severe disease and longer-term complications.
- Benefits of COVID-19 and influenza vaccine coadministration.

Key Milestones

Submission Deadline	Anticipated Grant Award Notification	Anticipated Project Start Date
14 JAN 2027	MAR 2027	MAY 2027

Funding Range and Project Length

- Up to $300,000 for multi-country or regional programs and up to $100,000 for local or country-specific programs. Maximum project length is 1 year.

I. Eligibility

Geographic Scope/Location of Project:

- Global excluding US

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:

COVID-19

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.

- COVID-19 is a serious disease that can lead to hospitalization, severe illness, and death. Although it is no longer considered a public health emergency of international concern, COVID-19 continues to circulate widely, and its burden persists worldwide (WHO, 2024).
- Applicants are encouraged to identify and address the educational needs of primary care physicians, pharmacists, specialists (e.g., Cardiologists, pulmonologists), other vaccinators (e.g., nurses, midwives), and others who advocate for vaccination.

Proposals should focus on COVID-19 and its acute and long-term clinical sequelae, particularly in individuals at increased risk of severe disease. Projects may include, but are not limited to:

- Tools and resources that help healthcare professionals (HCPs) understand the burden of COVID-19 and the risk of severe disease in at-risk individuals.
- Education on the acute and long-term clinical sequelae of COVID-19, including cardiovascular outcomes and the increased risk of new-onset or worsening of underlying medical conditions such as diabetes and cardiovascular disease (CVD).
- Education on the benefits of updated vaccines in protecting against severe disease.

- Training to build HCP competence and confidence in addressing vaccine hesitancy.
- Strategies to improve the coadministration of COVID-19 and influenza vaccines.
- Clear, accessible information to help HCPs communicate the importance of vaccination to their patients and communities.

Examples of Educational Formats

Eligible projects may use one or more of the following formats, but are not limited to them:

- Online training courses and webinars with enduring materials (e.g., recordings, toolkits, digital resources).
- CME symposia or educational series held alongside major medical congresses.
- Videos, podcasts, infographics, and animations.
- Peer-to-peer educational forums.
- Accredited continuing education activities (CME/CPD/CE).
- Accredited activities are highly encouraged where appropriate. All educational content must be independently developed by the grant recipient, evidence-based, balanced, and non-promotional.

Target Audience

- Physicians (including cardiologists, Pulmonologists, Primary care physicians).
- Other relevant specialists, pharmacists, nurses, and midwives.

Expected Approximate Monetary Range of Grant Applications

- Projects ranging from $200,000 to $300,000 will be considered for virtual multi-country or multi-regional programs within the scoped countries or in-person satellite symposia alongside a major society meeting, with an enduring component for broader dissemination (e.g., recorded or on-demand materials). For local or country-specific programs, funding requests will be considered up to $100,000. The estimated total available budget related to this RFP is $760,000.
- 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)
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How to Submit:

IMPORTANT: Please read this section carefully since applications submitted not following these instructions will not be accepted and will be cancelled.

- Click here to navigate to this Competitive Grant Program's unique Program Application Form: 2027 VAC Global Covid-19 Burden IME RFP
- First-time users should create a Requester Portal account by clicking **Not a member?**
- OR
- Navigate to: https://pfizermarcie.my.site.com/pfzrequester and sign in.
- In the upper navigation bar, click **Grant Programs** to see all available programs.
- Select **Medical Education**.
- Click **Apply** on the **"2027 VAC Global Covid-19 Burden IME RFP"** to open the Program Application Form.
- Requirements for submission:
- Complete all required sections of the online application
- **IMPORTANT:** Upload proposal (see Appendix) in the Proposal/Protocol field.
- For more information on navigating Pfizer's new grant management system (MARCIE), please refer to this helpful User Guide.

Questions:

- 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 Briceno (Miguelangel.briceno@pfizer.com), with the subject line: "**2027 VAC Global Covid-19 Burden IME RFP".**

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.

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