

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

Raising Public Awareness of Migraine in Saudi Arabia: Community Education to Support Early Recognition and Care-Seeking

Overview

This competitive grant program seeks to improve public recognition of migraine as a diagnosable, treatable neurological disease in Saudi Arabia, supporting awareness of appropriate care-seeking and the risks associated with unsupervised self-medication, with particular attention to women, who carry a disproportionate burden of disease.

Geographic Scope

Saudi Arabia

Project Types and Area of Interest

Independent education projects directed at the general public, patients, and caregivers are invited. Proposals may include, for example:

- Community-based migraine awareness campaigns and public education programs (in-person, digital/media-based, or hybrid).
- Educational tools and resources that help the public recognize migraine, understand that effective care is available, and understand when seeking timely medical attention may be appropriate.
- Initiatives addressing the risks of unsupervised analgesic self-medication and medication-overuse headache.
- Outreach adapted to underserved communities, including those with limited access to specialized headache services.

Key Milestones

Submission Deadline	Anticipated Grant Award	Anticipated Project Start Date
23 DEC 2026	26 FEB 2027	30 APR 2027

Funding Range and Project Length

Individual projects requesting up to 150,000 SAR will be considered.

Maximum project length is 6 months.

I. Eligibility

Geographic Scope/Location of Project:

- Saudi Arabia

Applicant Eligibility Criteria

- The following may apply: medical, 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:

- Migraine (Headache Disorders) – Neurology

General Area of Interest for this RFP:

It is not our intent to support clinical research projects or new data generation (NDG). Projects whose primary purpose is generating new primary, clinical, or epidemiological data will not be considered. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.

- Migraine is highly prevalent in Saudi Arabia: a 2023 systematic review and meta-analysis (36 studies; 55,061 participants) estimated the pooled proportion of migraine at 22.6% (95% CI 17.3–28.3%), with women disproportionately affected (approximately 34.6% in female-only studies), and a marked rising trend in headache-related years lived with disability.[1]
- Primary objective (general public awareness): To increase public recognition of migraine as a diagnosable, treatable neurological disease in Saudi Arabia, and improve understanding of appropriate care-seeking and the risks associated with unsupervised self-medication. This RFP

addresses general public, patient, and caregiver education only; healthcare professional education is covered by a separate RFP.

- Secondary objectives:
  - To raise awareness of the risks associated with unsupervised analgesic self-medication, including the risk of medication-overuse headache.
  - To improve awareness among women, who carry a disproportionate burden of migraine in Saudi Arabia.
- Projects that will be considered for Pfizer support will focus on independent public and patient education aimed at improving recognition of migraine as a treatable neurological disease and supporting early, appropriate care-seeking in Saudi Arabia. Proposals should address one or more of the following:
  - Public recognition: increasing awareness among the Saudi public that migraine is a distinct, diagnosable, and treatable neurological disease — not an ordinary headache to be endured or self-managed indefinitely.
  - Early care-seeking: improving awareness of when medical assessment may be appropriate for individuals with recurrent or disabling headache, rather than relying on unsupervised self-medication.
  - Medication-overuse awareness: educating the public on the risks of frequent, unsupervised analgesic use and medication-overuse headache.
  - Reaching women: awareness approaches tailored to women, who experience the highest prevalence of migraine in Saudi Arabia.
  - Equitable reach: extending awareness activities to communities with limited access to specialized headache care, including rural areas.
- Funded projects should include reach metrics (e.g., audience reached, engagement) and measured change in awareness and care-seeking intent in the target community, using pre- and post-program measures drawn from existing, validated instruments rather than new primary data generation. All outcomes should be measurable within the 6-month maximum project length, and applicants should describe the anticipated educational outcomes and proposed measurement approach.

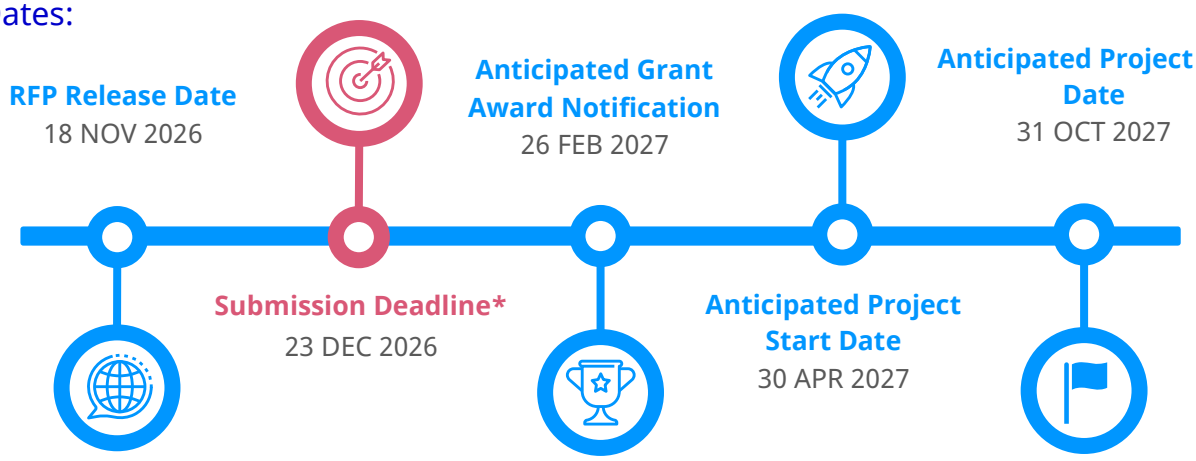
Target Audience

- Primary: the general public in Saudi Arabia, with particular emphasis on women and on communities with limited access to specialized headache care. Secondary: people living with migraine and their caregivers. Projects should be delivered in language(s) and formats appropriate to the target community (e.g., Arabic-language materials).

Expected Approximate Monetary Range of Grant Applications

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

- Click here to navigate to this Competitive Grant Program's unique Program Application Form: https://pfizermarcie.my.site.com/pfzrequester/s/program-form?mvn__programId=a0nSd00000fs1cD&mvn__type=program
  - 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 IM KSA Migraine Public Awareness IME** 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, Nicola Fenderico (Nicola.Fenderico@Pfizer.com), with the subject line "Migraine Public Awareness – Saudi Arabia – 18 November 2026"

Review and Approval Process

- Grant requests received in response to a general RFP are reviewed by Pfizer to make final grant decisions. This is a competitive program: all applications received by the submission deadline are reviewed together after the RFP closes; applications are not reviewed or awarded on a rolling basis.

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. Albalawi MF, et al. Prevalence of Migraine Headache in Saudi Arabia: A Systematic Review and Meta-Analysis. Cureus. 2023;15(4):e37560. doi:10.7759/cureus.37560.

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.
- At minimum, include reach metrics plus pre- and post-program measurement of awareness and care-seeking intent in the target community.

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. The maximum project length under this RFP is 6 months.

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.
- Budgets should be submitted in Saudi Riyal (SAR).
- 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 or Meeting Agenda
- Letter of Support from the requesting organization