



# **Pfizer Announces Advances in Atopic Dermatitis for Pediatricians, Internal Medicine, and Family Physicians**

## **Competitive Grant Program - internal Pfizer review process**

### **I. Background**

Pfizer Global Medical Grants (GMG) 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 GMG competitive grant program involves a publicly posted 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.

## II. Eligibility

<b>Geographic Scope:</b>	United States
<b>Applicant Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• The following may apply: medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations and medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement.</li> <li>• 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.</li> <li>• For projects offering continuing education credit, the requesting organization must be accredited.</li> </ul>

## III. Requirements

<b>Date RFP Issued</b>	November 1, 2019
<b>Clinical Area</b>	Atopic Dermatitis
<b>General Area of Interest for this RFP:</b>	<p>Through this RFP it is our intent to support educational projects that focus on the role of Pediatricians, Internal Medicine, and Family Physicians, addressing knowledge and practice gaps specific to the recognition, diagnosis, treatment, and overall care management of atopic dermatitis (AD).</p> <p>We are particularly interested in programs that focus on some or all of the following:</p> <ol style="list-style-type: none"> <li>1. Holistic management of AD in the infant and pediatric population, including updates on clinical trials in this population and their place in therapy</li> <li>2. Quality of life, psychosocial, and developmental impact of AD</li> <li>3. New and emerging potential therapies for AD (in all age groups)</li> </ol> <p>All educational activity types will be considered through this RFP, including but not limited to: national or regional symposia, workshops, regional community series; online courses and digital tools; handouts &amp; other printed materials.</p>

	<p>More information on principles of learning and behavior change for health professionals can be found at:  <a href="http://www.pfizer.com/files/HealthProfessionalsLearningandBehaviorChange_AFe wPrinciples.pdf">www.pfizer.com/files/HealthProfessionalsLearningandBehaviorChange_AFe wPrinciples.pdf</a>.</p>
<b>Target Audience:</b>	<p>For general pediatricians, internal medicine, and family physicians who are involved in the care and treatment of patients with atopic dermatitis.</p>
<b>Expected Approximate Monetary Range of Grant Applications:</b>	<p>Individual projects requesting up to \$250,000 will be considered. The total budget available is up to \$750,000.</p>
<b>Key Dates:</b>	<ul style="list-style-type: none"> <li>• RFP release date: November 1, 2019</li> <li>• Grant Application due date: November 26, 2019 Please note the deadline is midnight Eastern Standard Time (e.g. New York, GMT -5).</li> <li>• Anticipated Grant Award Notification Date: December 23, 2019</li> <li>• Grants will be distributed following a fully executed agreement.</li> <li>• Anticipated Project Start and End Dates: January 2020 to January 2021</li> </ul>
<b>How to Submit:</b>	<ul style="list-style-type: none"> <li>• Please go to <a href="http://www.cybergrants.com/pfizer/knowledge">www.cybergrants.com/pfizer/knowledge</a> and sign in. First-time users should click “Create your password”.</li> <li>• In the application: <ul style="list-style-type: none"> <li>○ For the question “What type of request are you submitting?” select Response to a Request for Proposal (RFP)</li> <li>○ For the question “Are you replying to a Request for Proposal as part of the Competitive Grant Program?” select Yes</li> <li>○ Select the following Competitive Grant Program Name: <b>2019 I&amp;I L – Advances in AD for Peds, IM, &amp; FPs</b></li> <li>○ Select the following Primary Area of Interest: Atopic Dermatitis</li> </ul> </li> <li>• Requirements for submission: Complete all required sections of the online application and upload your project proposal (see Appendix) in the General RFP Submission field.</li> <li>• If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page.</li> </ul> <p><b>IMPORTANT:</b> Be advised applications submitted after the due date will not be reviewed by the committee.</p>
<b>Questions:</b>	<ul style="list-style-type: none"> <li>• If you have questions regarding this RFP, please direct them in</li> </ul>



	writing to the Grant Officer, Derek Warnick (derek.warnick@pfizer.com), with the subject line “Specialty Management of Atopic Dermatitis.”
<b>Mechanism by which Applicants will be Notified:</b>	<ul style="list-style-type: none"><li>• All applicants will be notified via email by the dates noted above.</li><li>• Applicants may be asked for additional clarification during the review period.</li></ul>

#### IV. Terms and Conditions

Please take note every RFP released by Pfizer Global Medical Grants (GMG) is governed by specific terms and conditions. These terms and conditions can be reviewed [here](#).

## Appendix A

### General RFP Submission Requirements

**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. Please include the following:**

<b>Goals and Objectives</b>	<ul style="list-style-type: none"> <li>• Briefly state the overall goal of the project.</li> <li>• List the objectives you plan to meet with your project, in terms of learning and expected outcomes.</li> </ul>
<b>Needs Assessment for the Project</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Project Design and Methods</b>	<ul style="list-style-type: none"> <li>• Describe the planned project, the educational approach, and the way the planned methods address the established need.</li> </ul>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Evaluation and Outcomes</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Dissemination Plan</b>	<ul style="list-style-type: none"> <li>• 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</li> </ul>

	<p>initial project. Describe how the project outcomes might be broadly disseminated.</p>
<b>Anticipated Project Timeline</b>	<ul style="list-style-type: none"> <li>• Provide an anticipated timeline for your project including project start/end dates.</li> </ul>
<b>Additional Information</b>	<ul style="list-style-type: none"> <li>• If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here.</li> </ul>
<b>Organization Detail</b>	<ul style="list-style-type: none"> <li>• Describe the attributes of the institutions/organizations that will support and facilitate the execution of the project, the leadership of the proposed project, and the specific role of each institution in the proposed project.</li> </ul>
<b>Budget Narrative</b>	<ul style="list-style-type: none"> <li>• Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application</li> <li>• While estimating your budget please keep the following items in mind:             <ul style="list-style-type: none"> <li>○ Independent Medical Education Grants awarded by GMG cannot be used to purchase therapeutic assets (prescription or non-prescription).</li> <li>○ Overhead rates of up to 28% of the total proposed project budget may be supported by Pfizer.</li> </ul> </li> </ul>