

**Bristol-Myers Squibb Independent Medical Education (IME) and
Pfizer Independent Grants for Learning & Change (IGLC)**

Request for Proposals (RFP)

RFP Code	RFPCAT2-15-CV-201
Therapeutic Area	Cardiovascular
Areas of Interest	<ul style="list-style-type: none"> • Reducing the risk of stroke in patients with Non-valvular Atrial Fibrillation (NVAF) <p>and/or</p> <ul style="list-style-type: none"> • Venous Thromboembolism (VTE) Treatment/ Secondary Risk Reduction. Note that VTE includes pulmonary embolism (PE) and deep-vein thrombosis (DVT)
Intended Audience	Primary Care Providers, Emergency Room Physicians, Hospitalists, Cardiologists, Pulmonologists or other healthcare professionals involved in the care of patients with NVAF and/or VTE
Educational Design	Multi-faceted proposals using live, web-based and/or enduring activities.
Budget/Budget Range	Individual and/or multi-supported grant requests up to \$250,000 . Higher amounts will be considered if justified.
Geographic Coverage	United States
Deadline for Submission	March 23, 2015 by 5pm EST
How to Apply	Online through the Bristol-Myers Squibb IME website.

Specific Area of Interest :

Proposals are requested in the following areas below. Submissions can focus in one specific area or address a combination:

- 1) Reducing the risk of stroke in patients with NVAF. Educational methods aimed at increasing healthcare professional understanding of the scientific evidence related to the use of the non-warfarin oral anticoagulants compared with warfarin. Outcomes measurement plans should be focused on demonstrating that learners achieve an increased knowledge of the clinical evidence and an increased ability to apply the information to patient- treatment decision-making.

2) VTE-treatment and secondary risk reduction. Educational methods aimed at increasing healthcare professional understanding of the scientific evidence related to the use of the non-warfarin oral anticoagulants compared LMWH plus warfarin for the treatment of DVT/PE and the reduction of risk of recurrent DVT and PE. Outcomes measurement plans should be focused on demonstrating that learners achieved an increased knowledge of the clinical evidence and an increased ability to apply the information to patient- treatment decision-making.

Other information:

The content and/or the format of the proposed CME/CE activity and its related materials must be designed in such a way that it addresses the educational needs of health care professionals and, if appropriate, tools/aids that can help health care practitioners communicate with or better manage their patients.

Presentations and content must give a scientifically sound, fair and balanced overview of therapeutic options.

The accredited provider and, if applicable, the medical education provider or other third party vendors executing the activities are expected to comply with current ethical codes and regulations. They must have a conflict-of-interest policy in place, identify and/or resolve all personal conflicts of interest from presenters or staff developing the content of the activity prior to delivery of the program, and must have an adequate firewall in place if they are performing promotional activities and providing/accrediting independent medical education.

If your organization wishes to submit an educational grant request, please use the online application available on the Bristol-Myers Squibb Independent Medical Education website:

http://www.bms.com/responsibility/grantsandgiving/independent_medical_education/Pages/default.aspx