


 MEG Medical Education Group

First Fridays Webinar Series: Medical Education Group (MEG)


November 5, 2010


 Pfizer

 MEG Medical Education Group



The diagram illustrates the goals of the webinar series. A central red circle labeled "Webinar Series Goals" is connected to five surrounding circles: a yellow circle at the top for "Provide Insights into MEG Operations", a green circle at the top-right for "Share Best Practices", a purple circle at the bottom-right for "Respond to Outstanding Questions From Providers", a blue circle at the bottom-left for "How Can Pfizer Improve Processes?", and an orange circle at the top-left for "Share Up-To-Date Information".



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MEG News

- Call for Grant Applications
 - Growth Disorders
 - Innovative Methodologies
 - Health Systems and Quality Alignment – pending release


To be submitted 12/1/10
- LOA Change – Inclusion of Foreign Corrupt Practices Act
 - Section 6: Compliance with Anti-bribery/Anti-Corruption Laws
- Next grant window to open December 1st



Today's Objectives (3)

The purpose of today's webinar is to:

1. Provide high-level information on the areas of interest where grant funding will be available for 2011.
2. Improve transparency around Call for Grant Applications (CGAs) by providing status updates and information on grants awarded.
3. Receive comments and answer questions submitted via chat window.



MEG Medical Education Group

Agenda and Presenters

1. Brief background on today's topics
 - Jackie Mayhew
2. Primary Care Goals and CGA update
 - Jackie Mayhew
3. Healthcare Quality and Leadership Goals and CGA update
 - Maureen Doyle-Scharff, MBA, FACME
4. Specialty Care Goals and CGA update
 - Susan Connelly, PharmD, MBA
5. Oncology Goals and CGA update
 - Brian McGowan, PhD

Reminder:
Clinical areas and goals available on www.pfizermededgrants.com

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Background

A Convergence of Interest Model

The diagram shows three overlapping circles representing different interests:

- Patient Needs** (top circle)
- Business Needs** (left circle)
- Healthcare System Gaps** (right circle)
- HCP Performance Gaps** (bottom circle)

The intersection of Patient Needs and Business Needs is highlighted in green. The intersection of Patient Needs and Healthcare System Gaps is shaded light blue. The intersection of Business Needs and Healthcare System Gaps is shaded light blue. The central intersection of all three is shaded light blue.

Pfizer

IOM Report: Redesigning CE in the Health Professions. 2010 (p74)

MEG Medical Education Group **Goals Info Posted on MEG Website**

Clinical Areas
Process
Policies
Approval

Clinical Areas of Interest

Pfizer is currently accepting grant applications for independent education in the following areas:

Cardiology

- > Cardiovascular Risk
- > Thrombosis


Endocrinology

- > Growth Disorders

- > Healthcare Disparities
- > Adherence
- > Value-based Health Initiatives
- > CME/CPD Professional Competency Research

View additional information regarding Pfizer's areas of interest for grants in support of Healthcare Quality Improvement and Continuing Professional Development


www.pfizermededgrants.com



MEG Medical Education Group **Grant Request Review -Checklist**

Compliance	<input checked="" type="checkbox"/>
Alignment	<input checked="" type="checkbox"/>
Educational Planning:	
Needs Assessment	<input checked="" type="checkbox"/>
Educational Objectives	<input checked="" type="checkbox"/>
Educational Design	<input checked="" type="checkbox"/>
Evaluation and Outcomes	<input checked="" type="checkbox"/>

Innovations	<input checked="" type="checkbox"/>
Importance	<input checked="" type="checkbox"/>






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Primary Care Goal Statements


Cardiovascular Risk

- Increase the number and proportion of high risk patients (such as those with coronary heart disease, diabetes or chronic kidney disease) who receive evidence-based treatment from healthcare providers for their cardiovascular risk factors including hyperlipidemia, smoking cessation, hypertension, and obesity.

Thrombosis

- Decrease the unmet medical needs in the prevention and treatment of venous and arterial thrombosis.
- **Pfizer and Bristol-Myers Squibb are working together on grants in support of thrombosis prevention/anti-coagulation education. All grant applications should be submitted to Bristol-Myers Squibb only. Please refer to the Bristol-Myers Squibb website for information.**







Primary Care Goal Statements

Pain (includes Chronic, Arthritic, Neuropathic, Fibromyalgia, Diabetic Neuropathy)

- Advance patient management by setting goals that address
 - 1) Primary treatment (i.e., pain reduction)
 - 2) Secondary treatment (i.e., sleep)
 - 3) Improve awareness of appropriate evidence-based treatment as well as the management of patient expectations in improving patient outcomes.
- Facilitate the translation of knowledge regarding the underlying neurological basis and merging science of fibromyalgia to application in patient care.
- Increase the use of appropriate diagnostic tools to appropriately identify fibromyalgia patients
- Translate knowledge of the consequences of Diabetic Peripheral Neuropathy (DPN) into effective treatment strategies that are appropriate in the context of overall diabetes management.
- Increase physician urgency to treat DPN aligned with relevant quality indicators. Improve awareness of appropriate evidence-based treatment as well as the management of patient expectations in improving patient outcomes


Primary Care Goal Statements


Chronic Obstructive Pulmonary Disease (COPD)

- Increase the identification and effective treatment of patients with COPD by improving the knowledge, competence and evidence-based performance of healthcare professionals and improving the quality of healthcare systems.

Smoking Cessation

- Increase the number of patients who stop smoking by improving the frequency and effectiveness of smoking cessation intervention, including treatment, counseling and support, by healthcare providers.







Primary Care Goal Statements

Alzheimer's Disease

- Improve patient care by increasing the rate of earlier diagnosis of patients with Alzheimer's disease in both the community and long term care settings as measured by:
 1. Effective targeted screening and diagnosis of patients at risk (e.g. age, gender, ethnicity, cardiovascular risk factors)
 2. Increased awareness of the importance of screening in special populations such as correctional facilities;
 3. Shorter time to diagnosis and treatment;
 4. More focused health care practitioner/ patient/caregiver dialog concerning treatment expectations
 5. Enhanced awareness of the multifactorial process of Alzheimer's disease, including beta amyloid, tau, and mitochondria, etc.




Primary Care Goal Statements


Overactive Bladder (OAB)

- Increase positive outcomes for both male and female patients with overactive bladder by improving the healthcare provider's knowledge, attitude, communication skills, and resources to provide behavioral modification support and optimal medical treatment.

Menopause

- Improve patient care as measured by increasing women's exposure to menopause-related counseling and support personalized to address the individual's needs, concerns and health risks .







Primary Care Goal Statements

New...TBD - patient-centered broader goal statement around aging female patient


- Supporting independent medical education aimed at improving overall women's healthcare
 - Menopause health effects (vasomotor symptoms, osteoporosis, vaginal atrophy)
 - Bladder health, OAB
 - Sexual health
 - Mental health, depression
 - Pain management
 - etc



Call for Grant Applications Update

Menopause Education Needs Assessment

- Posted June 2010; deadline was July 15 2010
- 8 requests received, 1 selected for approval
- \$309K award to University of Texas Health Science Center, San Antonio
- *“A Regional Assessment of Educational Needs of Healthcare Professionals in South Texas”*






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Health Care Quality and Leadership

Goals for Category

- To support healthcare provider education that is clinically cross-functional in nature (not necessarily aligned with just one clinical area)
- To support, through healthcare provider education, general healthcare issues or concerns that are aligned with Pfizer global interests
- To support the professional development, research and advancement of individuals and organization engaged in the continuing professional development of healthcare providers





Areas of Interest


- Patient Medication Safety
- Health Care Disparities
- Health Literacy
- Patient-Centered Medical Home
- Pharmacy Clinical Care Model
- Interprofessional Education
- Healthcare Technology
- Patient Adherence
- Value-based Health Initiatives
- CME/CPD Professional Competency and Research




Call for Grant Applications Update

Interprofessional Education

- Posted June 2010; Deadline was July 15, 2010
- 29 requests received, 9 approved
- Awarded to National Jewish Health, \$220,000
 - *“The Colorado Toolkit for COPD: Best Practice Improvement in the Urban Environment . A PI CME Proposal”*
- Awarded to University of Virginia, \$66,506
 - *“A Continuing Interprofessional Education Initiative (IPEI) to Improve Sepsis Care by Enhancing Healthcare Team Collaboration”*
- Awarded to University of Texas Health Science Center, \$351,374
 - *“Educating for Quality Improvement and Patient Safety: EQUIPS: Interprofessional Teamwork for Clinical Safety and Effectiveness”*
- Awarded to Riverside Methodist Hospital, \$10,000
 - *“Hand-offs of Care and Better Communication Through Teamwork”*





Call for Grant Applications Update

Interprofessional Education (continued)

- Awarded to University of Florida, \$687,100
 - *“Educational Curriculum: Long-term Prevention of Pneumococcal Disease in Adults: An Interprofessional Approach to Improving Patient Outcomes”*
- Awarded to Tufts University, \$21,695
 - *“Information Mastery: An Applied Interprofessional Approach to Evidence-Based Practice”*
- Awarded to Univ Cincinnati, \$203,000
 - *“Creating a Model of Interprofessional Care through Team Teaching of Health Professions Learners in Healthcare Improvement”*
- Awarded to Trover Clinic Foundation, \$15,921
 - *“The Education Continuum: Pump Up The Volume”*
- Awarded to University of Nevada, \$49,600
 - *“Creating and Developing Interprofessional Simulation Training Curriculum for Health Sciences”*




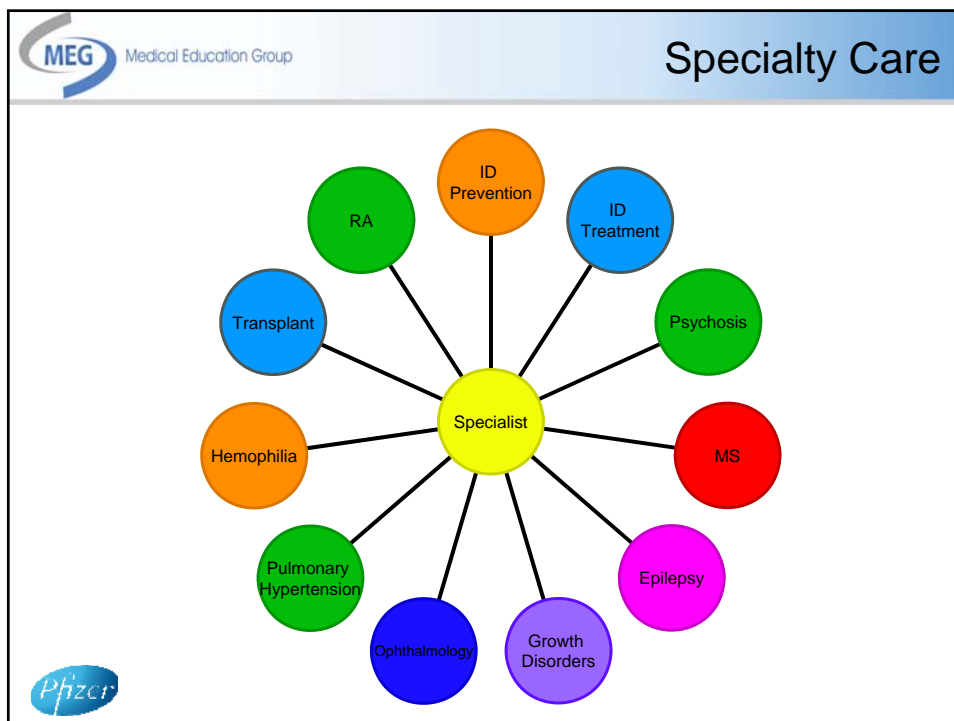


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Specialty Care Goal Statements

Rheumatoid Arthritis

- Improve the care of Rheumatoid Arthritis patients:
 - through implementation of new and effective strategies (e.g., the use of objective measures, outcome directed therapy, and educational tools) for screening, referral, diagnosis, and management, as measured by appropriate quality measures,
 - by establishing treatment goals that aim at reaching a target of remission or low disease activity as soon as possible in every patient, and
 - through understanding the pathophysiology of Rheumatoid Arthritis and its implications for mechanism of action of emerging DMARD therapies

Pulmonary Arterial Hypertension

- Reduce symptoms, improve quality of life, and improve outcomes in patients with pulmonary arterial hypertension as evidenced by delaying disease progression and mortality by increasing awareness of evidence based treatment options and increasing the competence and performance of healthcare professionals.

Transplant

- Increase long-term positive outcomes for renal transplant recipients by improving community healthcare provider's knowledge, competence, and evidence-based performance.

Growth Disorders

- Improve and translate the knowledge base of health care providers, educators and third party payers working in the areas of growth, pituitary, and related genetic disorders.


Hemophilia

- Improve positive outcomes in patients with hemophilia by facilitating enhanced coordination of care and communication between the patients and doctors, and ensuring practitioners know how to safely treat and monitor hemophilia patients.

Ophthalmology

- Translate current evidence based knowledge regarding diagnosis and medical management of glaucoma, ocular hypertension, ocular surface disorders, and/or retinal diseases into practice.

The Pfizer logo is located in the bottom left corner of this section.



Specialty Care Goal Statements

Infectious Disease – Prevention

- **Pediatric: Improve patient outcomes by**
 - Increasing awareness of the changing epidemiology of pneumococcal disease in children less than 5 years old,
 - Narrowing the disparity between family physicians and pediatricians in adherence to recommended childhood vaccination schedule, and
 - Decreasing the burden of invasive pneumococcal disease
- **Adult: Improve patient outcomes by**
 - Enhancing the understanding of the burden of pneumococcal disease,
 - Increasing awareness of adult vaccination guidelines, and
 - Highlighting the need for vaccination in older adult and at-risk patients

Infectious Disease – Treatment*

- Improve patient care, as measured by appropriate quality indicators, by translating knowledge of the evolving epidemiology and serious morbidity of both hospital and community-acquired pneumonia and MRSA infections, as well as other serious infections, and the benefits of appropriate antimicrobial treatment options across the continuum of care.

Psychosis


- Increase rates of screening and monitoring of weight and metabolic parameters in patients with serious mental illness undergoing treatment with atypical antipsychotics.
- Improve longer-term adherence and patient outcomes (e.g. rates of remission) by educating practitioners on evidence-based best practices including dosing, switching strategies and use of adjunctive pharmacologic and non-pharmacologic treatments in the management of bipolar disorder.
- Translate current evidence based knowledge regarding optimal therapeutic interventions for bipolar disorder and schizophrenia into practices that support community reintegration.

Multiple Sclerosis


- Increase the number of patients who are able to maintain their functional status and quality of life while living with multiple sclerosis by increasing health care practitioners' understanding of MS diagnostic criteria, methods for effectively counseling patients and caregivers and options that are available to treat disease symptoms or modify the course of the disease.

Epilepsy

- Improve the understanding of the pathophysiology and differential diagnosis of seizures among neurologists and translate their knowledge of the available pharmacological treatment options and strategies to practice




*2010 Goal




Call for Grant Applications Update

Psychosis

- Posted June 2010; deadline was July 15 2010
- 15 requests received, 3 selected for approval
- Awarded to Sentara Healthcare, \$6,000
 - *“Taming the Swings: Cognitive Therapy for Bipolar Disorder”*
- Awarded to Georgia Academy of Family Physicians, \$7,500
 - *“Psychosis: Recognizing Schizophrenia and Bipolar Disorder in the Primary Care Office”*






Call for Grant Applications Update

Psychosis – continued

- \$1,500,000 awarded to partnership between
 - University of Nebraska Medical Center
 - Center for Continuing Education
 - Behavioral Health Education Center of Nebraska (BHECN)
 - Continuing Medical Education at the University of Cincinnati
 - The University of Wisconsin Office of Continuing Professional Development in Medicine and Public Health
 - Wisconsin Medical Society
 - Representatives from State or National Mental Health Advocacy Groups
 - The National Institute for Quality Improvement and Education (NIQIE)
 - CECity
 - CE Outcomes, LLC
 - France Foundation, Inc

Project Title: NOW (Nebraska-Ohio-Wisconsin) Coalition for BD (Bipolar Disorder)




Call for Grant Applications Update

Transplant Education Needs Assessment

- Posted July/Aug 2010; Deadline was Sept 15
- 9 requests received, 1 approved
- \$297,230 awarded to partnership between:
 - Physicians' Institute for Excellence in Medicine
 - American Society of Transplantation
 - American Urological Association
 - Interstate Postgraduate Medical Association
 - Healthcare Performance Consulting
- *"Kidney Transplant Needs Assessment"*



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Oncology Goals: Two Buckets



- Renal Cell Carcinoma**
- Lung Cancer**
- CML & Hematological Malignancies**
- PNET**
- GIST**
- Breast**

- ...evidence-based practice...*
- ...efficacy, safety, & clinical applicability...*
- ...pharmacogenomics/proteomics...*
- ...patient segmentation and risk assessment...*
- ...incorporating adherence strategies...*
- ...improving care in community oncology...*
- ...healthcare provider communications...*


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Call for Grant Applications

Delivering Personalized Care to Patients with
Non-small Cell Lung Cancer

- Posted July/Aug; Deadline September 15th
- 31 requests received
- Narrowed to final 3-5 in final review



Until Next Time...

- Clinical areas and goals available on www.pfizermededgrants.com in the **Resource Center** under the **Clinical Areas** tab
- Please join us for our next webinar – Global Medical Education:
 - Friday December 3rd, 2010
 - 11am ET
- We are currently evaluating topics for 2011 – please submit your ideas and suggestions to mededgrants@pfizer.com

