

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

**Category 2 RFP – Cardiovascular**

*The Bristol-Myers Squibb and Pfizer, Inc. alliance is interested in providing grant support for independent education that meets the following criteria:*

<b>RFP Code</b>	RFPCAT2-14-CV-201
<b>Therapeutic Area</b>	Cardiovascular
<b>Area of Interest</b>	Advances in Anticoagulation
<b>Intended Audience (may include, but not limited to)</b>	See Below
<b>Educational Design</b>	See Below
<b>Budget/Budget Range</b>	Approx. \$3.0-\$3.5 million
<b>Geographic Coverage</b>	Primary focus: United States Secondary focus: Global (non-U.S) applications will be also be considered ( <i>limited</i> )
<b>Deadline for Submission</b>	March 14, 2014 by 5pm EST

**Specific Area of Interest :**

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

1. NVAf. Knowledge-driven methods aimed at increasing understanding of the scientific evidence behind the new novel oral anticoagulants compared with warfarin. Outcomes measurement plans should be focused on demonstrating that learners have an increased knowledge and understanding of the clinical evidence and published literature.

Target audience: Cardiologists and/or Primary Care Providers.

Approx. budget allocation: \$300K to \$500K

2. NVAF. Performance-driven methods aimed at changing clinical practice to improve the quality of patient care. Outcomes measurement plans **must** include a strategy for documenting actual improvement in practice using patient level clinical practice data. Examples of measures of quality care from reporting the AHRQ National Quality Measures Clearinghouse include <sup>1</sup>:

Atrial fibrillation: the percentage of patients with atrial fibrillation for whom there is a record of a CHADS2 score of 1 (latest in the preceding 12 months) who are currently treated with anti-coagulation drug therapy or anti-platelet therapy. 2013 Mar. NQMC:008662 British Medical Association - Medical Specialty Society; National Health Service (NHS) Confederation - National Government Agency [Non-U.S.].

or

Stroke: percent of ischemic stroke patients 18 years of age and older with atrial fibrillation/flutter who are prescribed anticoagulation therapy at hospital discharge. 2012 Jul. [NQMC Update Pending] NQMC:007358 The Joint Commission - Health Care Accreditation Organization; (CMS eMeasure ID 71).

Target audience:

1. in-patient or out-patient care – Cardiologists, Neurologists, Primary Care Providers and other healthcare professionals who care for patients with NVAF
2. Healthcare professionals within Integrated Delivery Networks (IDNs) or healthcare systems

Approx. budget allocation: \$2 million to \$2.5 million

3. VTE-prevention following orthopedic surgery. Knowledge-driven methods that increase understanding of the problems, issues and gaps in current care and new emerging options.

Target audience: Orthopedic Surgeons

Approx. budget allocation: up to \$300K

4. VTE-treatment and secondary prevention. Knowledge-driven methods that increase understanding of the problems, issues and gaps in current care and new emerging options.

Target audience: In-patient focus - Hospitalists, Emergency Medicine, Pulmonologists, Internists, Hematologists etc.

Approx. budget allocation: \$300K to \$500K

## References

1. <http://www.qualitymeasures.ahrq.gov>. Accessed Jan 17, 2014.

The content and/or the format of the 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 new and emerging therapeutic options currently available or in development to manage or prevent this disease.

The accrediting provider and, if applicable, the medical education provider (MEP) 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 [click here](#) to access the Bristol-Myers Squibb online application directly. The online application can also be accessed through the Bristol-Myers Squibb Independent Medical Education RFP web page:

[http://bms.com/responsibility/grantsandgiving/independent\\_medical\\_education/Pages/cardiovascular\\_RFP.aspx](http://bms.com/responsibility/grantsandgiving/independent_medical_education/Pages/cardiovascular_RFP.aspx)

**Please use RFP Code “RFPCAT2-14-CV-201” in the beginning of the title of your application.**