



2012 Update
MEG Request for Proposal Strategies


Susan Connelly
Maureen Doyle-Scharff



Agenda

- Update on MEG Changes Overall
- Track 2 Refresher
- Track 1 Update
 - Overview
 - RFPs to Date
 - Stats
 - Q & A with those who have gone through the process

2 | It all starts here.



MEG Update 2012

- **Launched Track 2 (Annual Meetings) on January 3**
- **First RFP April 11**
 - Applicants notified of final decisions Aug 31
 - Expected public posting of approved proposals is Sept 30
- **First collaboration with the Smoking Cessation Leadership Center at UCSF announced July 2**

3 | [It all starts here.](#)



Track 2 - Refresher

Annual Meetings

- *Major congresses/meetings* (e.g. ACP, ACC, AAFP, ACCP, etc.)
- Goal is dissemination of emerging science/knowledge exchange
- Live face-to-face meetings only
 - One request per meeting
 - **Reminder:** if your program will be offering credits, then the accredited organization is still required to submit the grant application to Pfizer
- Broader clinical focus
- Unsolicited
- Streamlined, simplified online process
- Criterion Review
- Funding caps (\$50,000 national/\$25,000 regional)

4 | [It all starts here.](#)



Track 1 Overview

High-Impact Education & Quality Improvement

- *Or, quality improvement that leverages needs-based, high-impact education when it's the right solution*
- RFP-driven
 - Letter of Intent
 - Proposal
- Focus on *closing practice gaps*
- External Review Panels
- Large and small initiatives
- Certified *and* non-certified
- Not education-centric

5 | [It all starts here.](#)



RFPs to Date

- Vaccines
 - Barriers to adult immunization (4/11)
 - Pharmacy Practice (6/28)
 - Coordination and financial barriers to adult immunization (8/29)
- Pain
 - Chronic Pain (5/8)
 - Opioid Pain (7/26)
- Bacterial Infections (6/28)
- Smoking Cessation (7/2)
- Non-Small Cell Lung Cancer (7/10)
- Rheumatoid Arthritis (7/25)

6 | [It all starts here.](#)



Polling Questions

- **Have you responded to a Pfizer RFP in 2012?**
– Yes/No

- **If you have, did you request feedback on your submission?**
– Yes/No

7 | It all starts here.



Stats

RFP	LOIs Submitted	LOIs Selected	Proposals Submitted	Approved
Vaccines #1	52	18	16	5
Chronic Pain	60	20	19	TBD
Smoking Cessation	201	59	TBD	TBD
NSCLC	32	12	TBD	TBD
Bacterial Infections	23	12	TBD	TBD
Vaccines #2	26	14	TBD	TBD
RA	18	TBD	TBD	TBD
Opioid Pain	42	TBD	TBD	TBD

8 | It all starts here.



Stakeholder Feedback

- Requestors responding to the first RFP
 - Jack Kues PhD, University of Cincinnati
 - Esther Chernak, MD, MPH, FACP, Drexel University
 - Jann Balmer, University of Virginia
- External Review Panel Member
 - Don Moore, PhD, Vanderbilt University

9 | It all starts here.




Questions


- Applicants
 - Could you describe your experience with MEG's RFP process?
 - What did you think of the LOI submission, review and feedback process?
 - For those of you that submitted full proposals, what did you think of the submission, review and feedback process?
- Panelist
 - Could you describe your experience with MEG's RFP process?
 - What did you think of the LOI review process?
 - What did you think of the full proposal review process?

10 | It all starts here.





11 | It all starts here.



Mark Your Calendars!

2012 MEG Webinar Series

Hospital CGA Outcomes and Best Practices

December 5, 2012

12 | It all starts here.

