



**Pfizer Announces**

# ***Improving Standard of Care for Chronic AD***

***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 practice gaps as outlined in the specific RFP.

For all independent quality improvement 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 or monitoring of the quality improvement 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, dental, 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>	June 6, 2019
<b>Clinical Area</b>	Atopic Dermatitis (AD)
<b>General Area of Interest for this RFP:</b>	<p>The treatment ladder for AD is complex and confusing for both clinicians and patients. Through this RFP, it is our intent to support quality improvement (QI) initiatives that focus on improving the overall standard of care for chronic AD – including how to implement an evidence-based treatment algorithm – and maintaining patient adherence.</p> <p>It is expected that projects will be focused on QI and the proposed evaluation will follow generally accepted scientific principles. During review the intended outcome of the project is given careful consideration and, if appropriate based on the project goal, projects with the maximum likelihood to directly impact patient care will be given high priority.</p> <p>It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered. Information on how to submit requests for support of clinical research projects can be found at <a href="http://www.Pfizer.com/iir">www.Pfizer.com/iir</a>.</p>

<p><b>Target Audience:</b></p>	<p>For primary care physicians, pediatricians, dermatologists, pediatric dermatologists, allergists, and other healthcare providers involved in the care and treatment of patients with AD.</p>
<p><b>Expected Approximate Monetary Range of Grant Applications:</b></p>	<p>Individual projects requesting up to \$350,000 will be considered. We plan to support at least two programs.</p>
<p><b>Key Dates:</b></p>	<ul style="list-style-type: none"> <li>• RFP release date: June 6, 2019</li> <li>• Grant Application due date: July 9, 2019</li> </ul> <p>Please note the deadline is midnight Eastern Standard Time (e.g. New York, GMT -5).</p> <ul style="list-style-type: none"> <li>• Anticipated Grant Award Notification Date: August 6, 2019</li> <li>• Grants will be distributed following a fully executed agreement.</li> <li>• Anticipated Project Start and End Dates: : September 2019 to September 2021</li> </ul>
<p><b>How to Submit:</b></p>	<ul style="list-style-type: none"> <li>• Please go to <a href="http://www.cybergrants.com/pfizer/QI">www.cybergrants.com/pfizer/QI</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 “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>Improving Standard of Care for Chronic AD</b></li> <li>○ Select the following Primary Area of Interest: <b>Atopic Dermatitis</b></li> </ul> </li> <li>• Requirements for submission: Complete all required sections of the online application and upload your project proposal (see Appendix) in the Full Proposal 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>
<p><b>Questions:</b></p>	<ul style="list-style-type: none"> <li>• If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Derek Warnick (<a href="mailto:derek.warnick@pfizer.com">derek.warnick@pfizer.com</a>), with the subject line “Improving Standard of Care for Chronic AD”</li> </ul>

**Mechanism by which Applicants will be Notified:**

- All applicants will be notified via email by the dates noted above.
- Applicants may be asked for additional clarification during the review period.

#### **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

### Quality Improvement Project Full Proposal

Applications will be accepted via the online portal. Full Proposal documents should be no longer than 10-15 pages in length (12-point font and 1-inch margins) excluding Organization Detail and References. When uploading your Full Proposal please ensure it addresses the following\*:

<p><b>Goals and Objectives</b></p>	<ul style="list-style-type: none"> <li>• Briefly state the overall goal of the project. Also describe how this goal aligns with the focus of the RFP and the goals of the applicant organization(s).</li> <li>• List the <i>overall</i> objectives you plan to meet with your project both in terms of learning and expected outcomes. Objectives should describe the target population as well as the outcomes you expect to achieve as a result of conducting the project.</li> </ul>
<p><b>Assessment of Need for the Project</b></p>	<ul style="list-style-type: none"> <li>• Please include a quantitative baseline data summary, initial metrics (e.g., quality measures), or a project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in <i>your</i> target area. Describe the source and method used to collect the data. Describe how the data was analyzed to determine that a gap existed. If a full analysis has not yet been conducted, please include a description of your plan to obtain this information.</li> </ul>
<p><b>Target Audience</b></p>	<ul style="list-style-type: none"> <li>• Describe the primary audience(s) targeted for this project. Also 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>
<p><b>Project Design and Methods</b></p>	<ul style="list-style-type: none"> <li>• Describe the planned project and the way it addresses the established need.</li> <li>• If your methods include educational activities, please describe succinctly the topic(s) and format of those activities</li> </ul>
<p><b>Innovation</b></p>	<ul style="list-style-type: none"> <li>• Explain what measures you have taken to assure that this project idea is original and does not duplicate other projects or materials already developed.</li> <li>• Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions related to this project.</li> </ul>
<p><b>Evaluation and Outcomes</b></p>	<ul style="list-style-type: none"> <li>• In terms of the metrics used for the needs assessment, describe how you will determine if the practice gap was addressed for the target group. Describe how you expect to collect and analyze the data.</li> <li>• Quantify the amount of change expected from this project in terms of your target audience.</li> </ul>

	<ul style="list-style-type: none"><li>• Describe how the project outcomes will be broadly disseminated.</li></ul>
<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 / associations that will support and facilitate the execution of the project and the leadership of the proposed project. Articulate the specific role of each partner in the proposed project.</li></ul>

\*The online application also includes the fields noted above. The text in those fields should be the same text that is included in your Full Proposal document.