

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

**Request for Proposals (RFP)**

<b>RFP Code</b>	RFPCAT2-13-CV-201
<b>Therapeutic Area</b>	Oral anticoagulants
<b>Areas of Interest</b>	a) Stroke Prevention in Patients with AFIB b) Prevention & Treatment of VTE
<b>Intended Audience (may include, but not limited to)</b>	General Practitioners, Primary Care Providers
<b>Educational Design</b>	Multi-faceted or serial learning and/or curriculum-based multi-activity design through live, web based, and and/or enduring activities.
<b>Budget/Budget Range</b>	Total budget available for this RFP: \$750,000 Maximum amount per individual request: \$250,000
<b>Geographic Coverage</b>	United States and Europe (in particular: United Kingdom, France, Spain, Germany, Italy )
<b>Deadline for Submission</b>	June 28, 2013 by 5pm EDT
<b>Deadline for Review</b>	July 29, 2013

**Specific Area of Interest :**

The intent of this RFP is to support the continuing professional development and education of healthcare professions in the United States and Europe who treat patients in the primary care setting. In the United States this includes family physicians, internists, physician assistants, and nurse practitioners. In Europe this is primarily General Practitioners.

The two areas of interest are related to current therapeutic advances in oral anticoagulants for patients living with atrial fibrillation (AFIB) who are at increased risk of stroke; or patients who are being treated for venous thromboembolism (VTE).

**Key References:**

1. Oral Antithrombotic Agents for the Prevention of Stroke in Nonvalvular Atrial Fibrillation, A Science Advisory for Healthcare Professionals From the American Heart Association/American Stroke Association Stroke.

2012; 43: 3442-3453

Karen L. Furie, MD, MPH, FAHA, Co-Chair; Larry B. Goldstein, MD, FAAN, FAHA, Co-Chair; Gregory W. Albers, MD; Pooja Khatri, MD, MSc, FAHA; Ron Neyens, PharmD, BCPS; Mintu P. Turakhia, MD, MAS; Tanya N. Turan, MD, MS, FAHA; Kathryn A. Wood, RN, PhD; on behalf of the American Heart Association Stroke Council, Council on Quality of Care and Outcomes Research, Council on Cardiovascular Nursing, Council on Clinical Cardiology, and Council on Peripheral Vascular Disease

2. Nay Min Tun and Thein Hlaing Oo, "Prevention and Treatment of Venous Thromboembolism with New Oral Anticoagulants: A Practical Update for Clinicians," *Thrombosis*, vol. 2013, Article ID 183616, 10 pages, 2013. doi:10.1155/2013/183616

### **Instructions for Applicants:**

Applicants should identify gaps in clinical practice and describe how they propose to close these gaps. A gap in clinical practice is considered to be the difference between what is currently happening and what should be happening to meet the highest optimal standard of care. Gaps may be in the role of individual contributors meaning the ability or competencies of the healthcare professionals themselves. Also, the gaps may be in the abilities of the systems in which they work to promote or allow proper treatment, for example in unclear transitions of care, limitations in order sets, re-imburement issues, patient adherence. The intent of this RFP is to encourage organizations with a focus in healthcare professional education and quality improvement to submit proposals. Respondents should be able to describe the specific quality gaps or problems in practice that exist for their own learners, or system, or community, and describe what they will do to close these gaps or problems.

Proposals must include:

- A. Title
- B. Organizational Detail - Describe the attributes of the institutions/organizations/associations that will support and facilitate the execution of the project and the leadership of the proposed intervention.
- C. Goal - Briefly state the overall goal of the intervention
- D. Objectives - List the *overall* objectives you plan to meet with your intervention both in terms of learning and expected outcomes.
- E. Assessment of Need for the Intervention
  1. Please include quantitative baseline data summary, initial metrics (e.g., quality measures), or project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in *your* target area. Describe the source and method used to collect the data. Describe how the data was analyzed to determine that a gap existed. The RFP includes a national assessment of the need for the intervention. Please do not repeat this information within the LOI (you may reference the RFP if needed). Only include information that impacts your specific intervention, linking regional or local needs to those identified on the national basis if appropriate.
  2. Describe the primary audience(s) targeted for this intervention. Also indicate who you believe will directly benefit from the project outcomes..
- F. Intervention Design and Methods
  1. Describe the planned intervention and the way it addresses the established need.
  2. Describe the overall population size as well as the size of your sample population.
- G. Innovation

1. Explain what measures you have taken to assure that this project idea is original and does not duplicate other programs or materials already developed.
  2. Describe how this initiative builds upon existing work, pilot projects, or ongoing programs, etc developed both by your institution or other institutions related to this program
- H. Design of Outcomes Evaluation
1. Describe how you will determine if the practice gap identified in the needs assessment was addressed for the target group in terms of the metrics used for the needs assessment.
    - Identify the sources of data that you anticipate using to make the determination.
    - Describe how you expect to collect and analyze the data.
    - Explain the method used to control for other factors outside this intervention (e.g., use of a control group, comparison with baseline data)
  2. Quantify the amount of change expected from this intervention in terms of your target audience
  3. Describe how you will determine if the target audience was fully engaged in the intervention.
  4. Describe how the project outcomes might be broadly disseminated.
- I. Project Timeline
- J. Requested Amount and Budget

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 new and emerging therapeutic options currently available or in development to manage or prevent this disease.

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:

[https://www.grantrequest.com/SID\\_492/Default.asp?CT=CT&SA=SNA&FID=35507&RL=](https://www.grantrequest.com/SID_492/Default.asp?CT=CT&SA=SNA&FID=35507&RL=)

Please use RFP Code **RFPCAT2-13-CV-201** in the beginning of the title of your application.