

Pfizer and Bristol-Myers Squibb Independent Medical Education RFP

Advancing The Use of Oral Anticoagulants in Atrial Fibrillation and Venous Thromboembolism

Competitive Grant Program –Internal Review Process



Overview

Pfizer and Bristol-Myers Squibb (BMS) are collaborating to provide grant support for continuing professional education in the areas of anticoagulation in atrial fibrillation and venous thromboembolism. We are committed to supporting innovative, independent medical education for healthcare professionals.



Geographic Scope/Location of Project

Global (not including the US)



Project Types and Area of Interest

The intent of this competitive grant program is to encourage organizations to submit grant applications for independent education designed to enhance understanding of the oral anticoagulant treatment of patients with atrial fibrillation and/or venous thromboembolism. Grant proposals should leverage innovative data and content delivery mechanisms including an omnichannel approach.



Key Milestones

- Date RFP Issued: **March 28, 2024**
- Application submission deadline: **May 06, 2024**
- Anticipated decision notification date: **June 2024**
- Anticipated project start date: **August, 2024**



Funding Range and Project Length

The maximum individual grant amount under this RFP will be up to \$300,000 USD for initiatives with large potential, reach and impact. Smaller grant budgets will be considered. Requests for regional/multi-country educational proposals are within scope, however, single-country programs will not be considered. The estimated total available budget related to this RFP is \$600,000.



I. Eligibility

Geographic Scope/Location of Project:

- Global (not including the US) – Western and Eastern Europe (special focus on Germany, France, Spain and Italy), Latin America, Middle East and Asia–Pacific.

Applicant Eligibility Criteria

- The following may apply: medical, dental, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional organizations/medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement.
- Only organizations are eligible to receive grants, not individuals or medical practice groups (i.e., an independent group of physicians not affiliated with a hospital, academic institution, or professional society).
- 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.
- The applicant must be the project/program lead or an authorized designee of such individual (e.g., project/program lead's grant coordinator).
- The project/program lead must be an employee or contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Pfizer Inc. We strongly recommend that applicants confirm this with their organization or institution prior to submitting an application. Grants awarded to organizations that are subsequently found to be unable to accept funding directly from Pfizer Inc. may be subject to rescission.

II. Requirements

Date RFP Issued:

- March 28, 2024

Clinical Area:

- Atrial Fibrillation/Venous Thromboembolism

General Area of Interest for this RFP:

- Projects that will be considered for support will focus on advancing the use of oral anticoagulants (OACs) by addressing knowledge gaps in the following areas. Grant proposals can address either management in Atrial Fibrillation (AF), Venous Thromboembolism (VTE) or both areas:
 - Atrial Fibrillation and stroke prevention:
 - The potential role of real-world evidence (RWE) in advancing and influencing clinical practice
 - Emergent real-world data (RWD) studies in special populations with non-valvular atrial fibrillation (NVAf) (frail/old, obese, renal)
 - The use of RWD studies in evaluating differences between OACs regarding effectiveness and safety
 - Adherence/persistence, impact of treatment switches
 - Strengths and limitations of RWD studies

And/Or:



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- Venous Thromboembolism (VTE):
 - Latest evidence of randomized controlled trials, RWE and guideline recommendations, as well as emerging research and future of practice
 - Treating special populations (e.g., obese, renal) and cancer associated VTE
 - Selection of anticoagulants, length of treatment in prevention of recurrent VTE and transition of care between secondary and primary care

The intent of this RFP is to support independent education initiatives for healthcare professionals (HCPs). Various formats and designs will be considered, with priority given to those that leverage innovative data and content delivery mechanisms including an omnichannel approach (an integrated approach between multiple channels of education and engagement).

A successful proposal can include but not limited to:

- Clear and concise statement of the goal, learning objectives, and expected outcomes of the educational initiative
- Learning plan that incorporates innovative techniques designed to engage learners, promotes application of education into practice, and incorporates a patient-centered approach to care.
- Tailored educational design based on learner preference
- Resources and tools that provide HCP learners the opportunity to facilitate change to improve patient outcomes, including patient educational resources
- Measurement of outcomes, inclusive of learner progression throughout the activity, extent to which the activity closed the identified practice gaps, and patient impact
- Preference will be given to programs who can segment their metrics by physician type listed below under target audience (i.e. cardiologist, generalist, hematologist/oncologist, and HCPs within the hospital setting)
- Metrics per physician group gather preferences for learning through type of content, for type of content, subject, and channel of content (e.g.. social, face to face, congress, webinar) and format (e.g., infographic, video) when applicable

It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.

Target Audience:

- For Atrial Fibrillation: Cardiologists, Generalists (e.g., primary care providers, allied health professionals).
- For Venous Thromboembolism: Hematologists/Oncologists; Healthcare professionals in the hospital setting (e.g., Hospitalists, Emergency Department Physicians, Pharmacists, etc.).

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to \$300,000 for initiatives with large potential, reach and impact will be considered. Smaller grant budgets will be also considered. Requests for regional/multi-country educational proposals are within scope, **however, single-country programs will not be considered.** The estimated total available budget related to this RFP is \$600,000.

- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates:

- RFP release date: **March 28, 2024**
- Grant Application due date: **May 06, 2024**
- Anticipated Grant Award Notification Date: **June 2024**
Grants will be distributed following a fully executed agreement.
- Anticipated Project Start and End Dates: **on or after August 1, 2024.**

How to Submit:

Note: Please read this section carefully since applications submitted not following these instructions will not be accepted and will be cancelled.

- Please go to www.cybergrants.com/pfizer/knowledge and sign in. First-time users should click “Create your password”. *[Note: there are individual portals for each grant application type. Please be sure to use the URL above.]*
- Click the “Start A New Knowledge Gap Application” button.
- In the application:
 - For the question “What type of request are you submitting?” select **Response to a Request for Proposal (RFP)**
 - For the question “Are you replying to a Request for Proposal (RFP) as part of the Competitive Grant Program?” select **Yes**
 - Select the following Competitive Grant Program Name: **2024 IM Global BMS CV IME**
 - Select the following Primary Area of Interest: **CVM – Anti-coagulation (AFIB, VTE) - KG**
- Requirements for submission:
 - Complete all required sections of the online application and upload your project proposal (see [Appendix](#)) in the General RFP Submission field.

If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page.

IMPORTANT: Be advised applications submitted after the due date will not be reviewed.

Questions:

If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Miguel Briceno (MiguelAngel.Briceno@pfizer.com), with the subject line “**2024 IM Global BMS CV IME**”.

Grant Agreements:

- If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer. Please click [here](#) to view the core terms of the agreement.
- Under Pfizer's competitive grant program, modifications to grant agreements will not be reviewed unless a genuine conflict exists as between applicable law and the terms of the relevant grant agreement. Applicant is encouraged to share the core terms with counsel for approval prior to submitting an application.
- Except where prohibited by applicable law and, in any case, subject to review by Pfizer Legal, payment of grant funding may only be paid to the grantee organization.

- This RFP is supported by Pfizer Inc. and, if approved, payment will be sent from the United States.

Review and Approval Process:

- Grant requests received in response to a general RFP are reviewed by Pfizer to make final grant decisions.

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.

About Pfizer and BMS Bristol-Myers Squibb

Pfizer and Bristol-Myers Squibb (BMS) are collaborating to provide grant support for continuing professional education in the areas of atrial fibrillation and venous thromboembolism. We are committed to supporting innovative, independent medical education for healthcare professionals.

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 general 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 knowledge gaps as outlined in the specific RFP.

For all independent medical education 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 and BMS must not be involved in any aspect of project development, nor the conduct of the independent education program.



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Appendix

General RFP Submission Requirements

Applications will be accepted via the online portal listed in the [How to Submit](#) section. Project Proposals should be single-spaced using Calibri 12-point font and 1-inch margins. Note there is a 15-page limit exclusive of references. When uploading your Project Proposal please ensure it addresses the following sections:

Goals and Objectives

Briefly state the overall goal of the project.

List the objectives you plan to meet with your project, in terms of learning and expected outcomes.

Needs Assessment for the Project

Include a description of your organization's needs assessment for this proposed project which may include a quantitative baseline data summary, initial metrics, or a project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in your target area.

Target Audience

Describe the primary audience(s) targeted for this project. 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.

Project Design and Methods

Describe the planned project, the educational approach, and the way the planned methods address the established need.

Innovation

Explain what measures you have taken to assure that this project is original and does not duplicate other projects or materials already developed. Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions.

Evaluation and Outcomes

In terms of the metrics used for the needs assessment, describe how your organization will determine if the gap was addressed for the target group. Identify the sources of data your organization anticipates using to make the determination. Describe how your organization is expected to collect and analyze the data. Explain the method used to control for other factors outside this project (e.g., use of a control group or comparison with baseline data). Quantify the amount of change expected from this project in terms the target audience. Describe how your organization will determine if the target audience was fully engaged in the project.

Dissemination Plan

Describe how the project may have extended benefit beyond the grant. Will the teaching materials be made available to others to use? Will there be tools or resources that are made publicly available beyond the initial project. Describe how the project outcomes might be broadly disseminated.

Anticipated Project Timeline

Provide an anticipated timeline for your project including project start/end dates.

Additional Information

If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here.

Organization 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 project. Articulate the specific role of each partner in the proposed project.

Budget Detail

Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application.

While estimating your budget please keep the following items in mind:

Independent Medical Education Grants awarded by GMG cannot be used to purchase therapeutic assets (prescription or non-prescription).

Overhead rates of up to 28% of the total proposed project budget may be supported by Pfizer. Please [click here](#) for details. General organizational running costs such as legal fees, insurance, heating, and lighting etc. should be included in an Institutional Overhead (if required). These costs are not specific to a grant request and therefore, should not appear as line items in budgets. However, costs that are specific to the study (e.g., some countries require insurance to be taken out on a per-study basis for clinical research) would be acceptable to be included as line items.



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