



The Bristol-Myers Squibb – Pfizer Alliance [“the BMS-Pfizer Alliance”] Announces:

Improving the Identification and Management of Patients with Atrial Fibrillation (AF) in Order to Reduce Stroke Risk

Competitive Grant Program

I. Background

There are 15 Academic Health Science Networks (AHSNs) across England, established by NHS England in 2013 to spread innovation at pace and scale – improving health and generating economic growth (the “Network of AHSNs”). Each individual AHSN works across a distinct geography serving a different population in each region. The Network of AHSNs brings expertise, intellectual resources, credibility, and independent oversight to this initiative.

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.

The BMS-Pfizer Alliance (supported by Pfizer GMG) and the Network of AHSNs are collaborating on a joint project as improving the identification and management of AF patients is an aligned area of interest. This request for proposal (“RFP”) is being jointly issued by the BMS-Pfizer Alliance and the Network of AHSNs. It is posted on the BMS-Pfizer Alliance website <http://www.anticoagulationfoundation.co.uk/network-ahsns-partnership-bms-pfizer-alliance-stroke-prevention-af-and-vte-competitive-grant>

II. Eligibility

Geographic Scope:	United Kingdom
Applicant Eligibility Criteria	<p>Proposals are invited from institutions, organisations or associations that are comprised of healthcare professionals and/or that provide healthcare.</p> <p>Grants can only be awarded to organisations not individuals. Grants cannot be awarded to commercial for-profit organisations.</p> <p>To be eligible, proposals should include a letter of support from the lead organisation in the same geographical location as the applicant organisation (examples of relevant organisations include but are not limited to: AHSNs, CCGs, Health Boards, NHS Trusts, universities etc.)</p> <p>Successful applications must comply with clause 19 of the UK ABPI Code of Practice (Medical and Educational Goods and Services).</p> <p>Collaborations within institutions (e.g. between departments and/or inter-professional), as well as between different institutions/organisations/associations, are encouraged. Please note all partners must have a relevant role and the requesting organisation must have a key role in the project.</p>

III. Requirements

Date RFP Issued	<ul style="list-style-type: none"> Feb 2019
Clinical Area	Improving the Identification and Management of Patients with Atrial Fibrillation (AF) in Order to Reduce Stroke Risk
Specific Area of Interest for this RFP:	<p>It is our intent to support innovative projects that focus on:</p> <ul style="list-style-type: none"> Improving the quality of patient care in AF with a focus on optimising anticoagulation therapy in patients with newly diagnosed AF and those with existing AF. Improving screening for, and diagnosis of, AF <p>Proposals with a demonstrable focus on improving health outcomes in geographical areas with greater health inequalities are encouraged.</p> <p>It is expected that projects will be focused on evidence-based education and/or quality improvement and that the proposed evaluation will follow generally accepted scientific</p>

	<p>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. Projects including an educational element can find more information on principles of learning and behavior change for health professionals at www.pfizer.com/files/HealthProfessionalsLearningandBehaviorChangeAFewPrinciples.pdf.</p> <p>There is a considerable amount of interest in receiving responses from projects that utilise system-based changes. Although educational efforts for providers and patients may be entirely appropriate components of responses to this RFP, projects that include an overt description of service evaluation, pathway implementation, or system changes will be given high priority.</p> <p>The evaluation plan for the projects will also be important as successful projects will be expected to help with onward dissemination of learning.</p> <p>Priority will be given to projects that are patient-centric in nature; those that are highly innovative in approach and/or those that have the potential to significantly expand utilisation of innovative approaches to patient management. Furthermore, proposals that have attracted matched or part- funding from other organisations will be considered favourably.</p> <p>This programme has run in since 2016 and it would be expected that projects submitted in 2019 would not overlap significantly/repeat projects that were funded in previous years. Further information on successful applications can be found here. Magnification/expansion of previously successful quality improvement programmes in these therapy areas would be considered within scope.</p> <p>It is not the intent of this RFP to support clinical research projects. Whilst innovative approaches are encouraged, projects evaluating novel use of or untested therapeutic or diagnostic agents will not be considered. Information on how to submit requests for support of clinical research projects can be found at https://www.pfizer.com/purpose/independent-grants/investigator-sponsored-research.</p> <p>It should also be noted that the purchase of equipment is not within the scope of this RFP.</p>
<p>Target Audience:</p>	<p>General practitioners (GPs), cardiovascular specialists, haematologists, and other healthcare professionals or decision-makers involved in the care of patients with AF.</p>
<p>Recommendations and Target Metrics:</p>	<p>Related Guidelines and Recommendations</p> <ul style="list-style-type: none"> NICE (National Institute for Health and Care Excellence) Atrial Fibrillation: Management Clinical guideline Published: 18 June 2014 www.nice.org.uk/guidance/cg180

<p>Expected Approximate Monetary Range of Grant Applications:</p>	<p>The total budget for this programme is £250,000. Smaller-scale individual projects requesting up to a total of £100,000 will be considered.</p> <ul style="list-style-type: none"> The amount of the grant the BMS-Pfizer Alliance will be prepared to fund for any project will depend upon the AHSN’s external review panel’s evaluation of the proposal and costs involved, and will be stated clearly in the response notification.
<p>Key Dates:</p>	<p>RFP release date: Feb 2019</p> <p>Full Proposal Deadline: May 17th 2019 (please note the deadline is midnight UK time (GMT))</p> <p>Review of Full Proposals by External Review Panel: 27th June 2019</p> <p>Anticipated Full Proposal Notification Date: July 2019.</p> <p>Grants distributed following execution of fully signed Letter of Agreement.</p> <ul style="list-style-type: none"> Period of Performance: 18 months is the maximum project length. Projects should begin in October or November 2019.
<p>How to Submit:</p>	<ul style="list-style-type: none"> Please go to www.cybergrants.com/pfizer/QI and sign in. First-time users should click “REGISTER NOW”. Select the following Competitive Grant Program Name: UK - AF stroke reduction 2019 Requirements for submission: Complete all required sections of the online application and upload the completed full proposal template (see Appendix). If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page. <p>IMPORTANT: Be advised applications submitted through the wrong application type and/or submitted after the due date will not be reviewed by the committee.</p>
<p>Questions:</p>	<ul style="list-style-type: none"> If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Jo Harbron (jo.harbron@pfizer.com), with the subject line “UK AF Stroke Reduction 2019 February[.]”
<p>Mechanism by which Applicants will be Notified:</p>	<ul style="list-style-type: none"> All applicants will be notified via email by the dates noted above. Applicants may be asked for additional clarification or to make a summary presentation during the review period.

References:

- 1. NICE (National Institute for Health and Care Excellence) Atrial Fibrillation: Management Clinical guideline Published: 18 June 2014
www.nice.org.uk/guidance/cg180**

IV. Terms and Conditions

Please take note every Request for Proposal (RFP) released by Pfizer Independent Grants for Learning & Change (IGLC), as well as a RFP released jointly with a Partner(s), is governed by specific terms and conditions. Click [here](#) to review these terms and conditions.

Appendix A

Please answer all questions listed in the online application portal. In addition, please upload a full proposal document following the guidance below. Proposals must be single-spaced, using Calibri 12-point font and 1-inch margins. Note that the main section of the proposal has a 15-page limit (excluding letters of commitment) and the organization detail has a 3-page limit. Please limit the number of attachments uploaded into the system. There is no reason to submit the organization detail (section F) as a separate document from the main section (section D) of the proposal. All proposals must follow the outline detailed below.

<p>Goals and Objectives</p>	<ul style="list-style-type: none"> Describe the overall goal for this project. Describe how this goal aligns with the focus of the RFP, the goals of the applicant organizations and the proposed project. List the key objectives and how they are intended to address the established need for this project.
<p>Assessment of Need for the Project</p>	<ul style="list-style-type: none"> Describe the need for this project in your target area. Only include information that impacts your specific project, linking regional or local needs to those identified on the national basis if appropriate. Describe the need for your project in terms of “what is” versus “what should be”. 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 describes the problem) 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.
<p>Target Audience</p>	<ul style="list-style-type: none"> Describe the level of commitment from the potential participants including your plan for recruitment as necessary. Demonstrate the scope of your target audience has a potential to impact the goal established in this proposal. Describe who will directly benefit from the project outcomes. Include in this description whom, beyond the primary target, would potentially benefit from the project in terms of this being a model for others to replicate or expand.
<p>Project Design and Methods</p>	<ul style="list-style-type: none"> Include a description of the overall strategy, methodology and analysis linking them to the goal of the project. Describe the way the project planned addresses the established need and produces the desired results. Indicate how you will determine if the target audience was fully engaged in the project.

	<ul style="list-style-type: none"> • Include a description of the measures you have taken to assure that this project idea is original and does not duplicate other projects or materials already developed. • If appropriate, show how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions related to this project. • If your project includes the development of tools note if they be available publically at no cost.
Innovation	<ul style="list-style-type: none"> • Explain what measures you have taken to assure that this project idea 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 related to this project.
Evaluation and Outcomes	<ul style="list-style-type: none"> • In terms of the metrics used to assess the need for this project, describe how you will determine if the practice gap was addressed for the target group. • Identify the sources of data that you anticipate using to make the determination. • Describe how you expect to collect and analyze the data. • Describe how you will determine if the results evaluated are directly related to the intervention described in this proposal • Quantify the amount of change expected from this project in terms of your target audience (e.g., a 10% increase over baseline or a decrease in utilization from baseline between 20-40%) • Describe how you plan for the project outcomes to be broadly disseminated.
Anticipated Project Timeline	<ul style="list-style-type: none"> • Provide an anticipated timeline for your project including project start/end dates
Detailed Workplan and Deliverables Schedule	<ul style="list-style-type: none"> • Include a narrative (which counts toward the 15-page limit) describing the work plan and outlining how the project will be implemented over the time period. Using a table format (no page limit), list the deliverables and a schedule for completion of each deliverable.
Additional Information	<ul style="list-style-type: none"> • If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here

<p>Letter(s) of Commitment</p>	<ul style="list-style-type: none"> • Letter(s) should be provided from all appropriate organisations documenting their support and commitment to the project. Letters should be issued from an institutional authority or authorities and collaborators guaranteeing access, resources and personnel (as the case may be) for proposed project. • Important: For projects in England A Letter of Support from the Academic Health Science Network (AHSN) for the region is expected but not mandatory. For projects from other parts of the UK (Wales, Scotland, NI) letters of support from local/regional stakeholders are important however we have not mandated a particular organization, examples might include local/regional health board, NHS Trust
<p>Organization Detail (not to exceed 3 pages)</p>	<ul style="list-style-type: none"> • Organizational Capability: Describe the attributes of the institution(s)/organization(s)/association(s) that will support and facilitate the execution of the project. • Leadership and Staff Capacity: Include the name of the person(s) responsible for this project (PI/ project lead (PL) and/or project manager). The project manager, whether a current staff member or someone to be hired, is essential to the work outlined in your proposal. Demonstrate the PI/PL and project manager’s availability, commitment, and capability to plan, implement, and evaluate the proposed project; describe how the project manager will oversee the project activities, including ensuring that tasks are accomplished as planned. • List other key staff members proposed on the project (e.g., healthcare provider champion, medical advisor, statisticians, IT lead, etc.), if relevant, including their roles and expertise. Please list out key staff for each institution/organization/association the specific role that they will undertake to meet the goals of this project. • When listing staff, please include staff first name, last name, professional credentials, and Country of Residence. • c. NOTE Regarding Proposed Speakers: Pfizer IGLC shall not provide funding of CME when Pfizer has knowledge at the time of the decision to fund CME that a proposed CME faculty member has conducted a promotional speaking engagement on similar topic(s) on behalf of Pfizer in the past 12 months. • Detailed Budget (Refer to/Complete Budget Template; no page limit for the Excel file or the narrative): • Upload a detailed budget, using the Excel template provided. • (Click here for Budget Template;) • Applicants are expected to customize the budget for their proposal, adding additional details and deliverables as appropriate.

- Provide a written narrative in the budget description field that contains an explanation of each cost element proposed. Budget narratives should include a justification for all personnel, indicating the percentage of time allocated to the project. The budget should demonstrate appropriate and reasonable costs for project expenses.
- Some examples of what awarded funds may not be used for are listed below:
- Office equipment (e.g., furniture, computers)
- Registration and travel costs for professional development meetings or courses not related to this project
- Health care subsidies for individuals
- Construction or renovation of facilities
- Therapeutic agents (prescription or non-prescription)
- Food and/or beverages for learners and/or participants in any capacity
- Lobbying

Proposals should be single-spaced using Calibri 12-point font and 1-inch margins. Please adhere to the page limits listed for each section. There is no page limit for the reference section. Tables and Figures should be included in the main section of your proposal and do count to the page count. Only sample forms or other full page documents can be included as an appendix. Please consult with the Pfizer GMG Grant Officer before submitting such additional documents.

All required sections (aside from the budget) should be combined in one document (MS Word or Adobe PDF). There is no need to submit the organization detail or references in a document separate from the main section of the full proposal. Budgets should be submitted in a separate excel file.