2012 Update
MEG Request for Proposal Strategies
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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
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

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)
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

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)
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

Stats

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<th>RFP</th>
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<th>LOIs Selected</th>
<th>Proposals Submitted</th>
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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

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?
Mark Your Calendars!

2012 MEG Webinar Series

Hospital CGA Outcomes and Best Practices

December 5, 2012