



## 2009 Competitive Grant Review Clinical Areas of Interest & Educational Goals

### Grant Review Criteria

In all clinical areas, the grants most likely to be approved are those that are designed to improve patient health status indicators through the provision of performance improvement strategies that integrate education, systems, and quality.

<b>Infectious Disease</b>	
<b>Bacterial Infections</b>	Improve patient care, as measured by appropriate quality indicators, by translating knowledge of the evolving epidemiology and serious morbidity of MRSA infections and the benefits of appropriate antimicrobial treatment options for both hospital and community-acquired MRSA across the continuum of care.
<b>Fungal Infections</b>	Increase awareness and understanding of invasive fungal infections, specifically candidiasis and invasive aspergillosis; incorporate this knowledge into clinical practice to establish earlier, more accurate diagnoses, and improve the management and outcome of patients with these infections.
<b>HIV</b>	<p>Improve patient care by enhancing HIV healthcare provider knowledge of tropism, CCR5 antagonists and the role of resistance and tropism testing in selecting fully active drugs to achieve virologic suppression and immune reconstitution.</p> <p><i>HIV/AIDS: An Assessment of Need in the Continuum of Care, University of Michigan and OptumHealth Education, 2008.</i></p>
<b>Cardiovascular &amp; Metabolic</b>	
<b>Cardiovascular Risk Reduction and Diabetes</b>	Increase awareness of cardiometabolic risk factors for cardiovascular disease and stroke; and increase the number and proportion of patients at all levels of risk who receive evidence-based treatment from healthcare providers for their hypertension, hyperlipidemia, diabetes, obesity, and tobacco use.
<b>Thrombosis</b>	Translate knowledge among health care providers and researchers of the unmet medical needs in the prevention and treatment of venous and arterial thrombosis.
<b>Pain &amp; Inflammation</b>	
<b>Acute/Chronic Post-operative Pain</b>	Support the development and practice of evidence-based medicine in the field of post-operative pain management, for both the acute post-operative period, as well as the prevention and treatment of chronic post-surgical pain in order to improve patient care.



<p><b>Nociceptive Pain/Arthritis</b></p>	<p>Improve patient care by increasing the scientific knowledge of primary care providers, rheumatologists, anesthesiologists, neurologists, pain specialists, cardiologists and gastroenterologists in nociceptive pain/arthritis, as measured by increased understanding of CV and GI risk of NSAIDs (including Cox-2s) and the overall benefit-risk profile of various treatment options for the individual patient.</p>
<p><b>Neuroscience</b></p>	
<p><b>Dementia</b></p>	<p>Improve patient care by increasing the rate of earlier diagnosis of patients with Alzheimer’s Disease (AD) in both the community and long term care settings as measured by: 1. Effective targeted screening and diagnosis of patients at risk (e.g. age, gender, ethnicity, cardiovascular risk factors); 2. Shorter time to diagnosis and treatment; 3. Improved understanding of treatment benefits and value from the perspective of patient, caregiver, and physician.</p> <p><b>Neuro-degeneration</b>          Improve awareness and understanding of the role of emerging methods (e.g. imaging techniques, biomarkers etc) for the diagnosis and treatment of AD. Increase health care practitioner awareness of the unmet needs of the AD patient. Update practitioners on clinical data regarding mechanism of action (MOA) of new and existing treatment alternatives. Improve awareness and understanding of behavioral issues in AD and their appropriate management.</p> <p>Educate Health Care Providers (HCPs) on the science of mitochondria and increase awareness and knowledge of the role of mitochondria in neurodegenerative diseases.</p> <p><b>Huntington’s Disease</b>          Increase awareness of Huntington’s Disease (HD) and educate HCPs on early diagnosis and treatments for HD. Improve awareness and understanding of behavioral issues in HD and their appropriate management.</p>
<p><b>Diabetic Neuropathy</b></p>	<p>Increase physician urgency to treat Diabetic Peripheral Neuropathy (DPN) by establishing the consequences of DPN in the context of overall diabetes management. Improve awareness of appropriate evidence-based treatment as well as the management of patient expectations in improving patient outcomes.</p>
<p><b>Epilepsy</b></p>	<p>Improve the understanding of the pathophysiology and differential diagnosis of seizures among neurologists and translate their knowledge of the available pharmacological treatment options and strategies to practice.</p>
<p><b>Fibromyalgia</b></p>	<p>Increase understanding of the pathophysiology and emerging science of fibromyalgia (with a priority on research involving central sensitization) and the role of treatment in addressing this underlying etiology. Facilitate the diagnosis and management of fibromyalgia through an improved understanding of the importance of screening for fibromyalgia. Advance awareness and understanding of 1) Primary treatment goals (i.e., pain reduction) and 2) Secondary treatment goals (i.e., sleep), and 3) The management of patient expectations.</p>
<p><b>Generalized Anxiety Disorder</b></p>	<p>To improve understanding of the science and mechanisms of Generalized Anxiety Disorder (GAD) To increase identification and differential diagnosis of the condition and use of appropriate evidence-based therapies.</p>



<b>Multiple Sclerosis</b>	Increase the number of patients who are able to maintain their functional status and quality of life while living with multiple sclerosis by increasing health care practitioners' understanding of MS diagnostic criteria, methods for effectively counseling patients and caregivers and options that are available to treat disease symptoms or modify the course of the disease.
<b>Neuropathic Pain (NeP)</b>	Improve awareness and understanding of the science and mechanisms of NeP by ensuring the differential diagnosis of NeP versus nociceptive pain and increase the appropriate use of applicable medications among primary care physicians, nurse practitioners, neurologists and pain specialists to appropriately treat the pain.
<b>Post-operative Pain Management</b>	Support the development and practice of evidence- based medicine in the field of post-operative pain management for both the acute post-operative period and chronic post-surgical pain. Improve evidence based practices to prevent post-operative pain.
<b>Psychosis</b>	<p>Improve longer-term adherence and patient outcomes (e.g. rates of remission) by educating practitioners on evidence-based best practices including dosing, switching strategies and use of concomitant pharmacologic and non-pharmacologic treatments.</p> <p>Increase rates of screening and monitoring of weight and metabolic parameters in patients with serious mental illness undergoing treatment with atypical antipsychotics and use of effective intervention strategies to reduce short and long term health risks.</p>
<b>Restless Leg Syndrome</b>	To improve awareness and understanding of the science and mechanisms of restless leg syndrome (RLS). To increase identification and differential diagnosis of the condition and use of appropriate evidence-based therapies
<b>Respiratory</b>	
<b>Chronic Obstructive Pulmonary Disease</b>	Increase the identification and effective treatment of patients with COPD by improving the knowledge, competence and evidence-based performance of healthcare professionals and improving the quality of care of healthcare systems.
<b>Pulmonary Arterial Hypertension</b>	Reduce symptoms and improve the quality of life of patients with pulmonary arterial hypertension by increasing awareness of evidence based treatment options and increasing the competence and performance of healthcare professionals.
<b>Smoking Cessation</b>	Increase the number of patients who stop smoking by improving the frequency and effectiveness of smoking cessation intervention, including counseling and support, by healthcare providers.
<b>Urology</b>	
<b>Overactive Bladder</b>	Increase positive outcomes for both male and female patients with overactive bladder by improving the healthcare provider's knowledge, attitude, communication skills, and resources to provide behavioral modification support and optimal medical treatment.



<b>Oncology</b>	
<b>Breast</b>  <b>Lung</b>  <b>Gastrointestinal (GIST, Colorectal, HCC, Pancreatic)</b>  <b>Genitourinary (Bladder, Renal Cell, Prostate)</b>	Reduce the translation gap between discovery and evidence based application in practice of new science in the areas of anti-angiogenesis, signal transduction, cytotoxic potentiators and immunotherapy.
<b>Cardiovascular Impact of Cancer Therapies</b>	Improve patient safety through the prevention and management of cardiovascular effects associated with targeted cancer therapies.
<b>Ophthalmology</b>	
<b>Glaucoma</b>	Translate current evidence based knowledge regarding diagnosis and medical management of Glaucoma and/or Ocular Hypertension into practice.
<b>Endocrinology</b>	
<b>Growth Disorders</b>	Improve and translate the knowledge base of health care providers, educators and third party payers working in the areas of growth, pituitary, and related genetic disorders.
<b>Innovations to Improve Healthcare</b>	
<b>Patient Medication Safety</b>  <b>Healthcare Disparities</b>  <b>Adherence</b>  <b>Practice transformation</b>  <b>Patient centered medical home</b>  <b>Value based health initiatives</b>  <b>Self-responsibility</b>	<p>To support innovative healthcare professional education initiatives or educational research that are designed to translate knowledge into measurable performance improvement in areas aligned with Pfizer’s clinical education goals outlined elsewhere in this document that include but are not limited to the following areas: patient medication safety, healthcare disparities, adherence, practice transformation, patient centered medical home, patient/provider communication skills, public health policy development, value based health initiatives, patient self-responsibility including wellness or other competencies that improve practice performance in any of the clinical areas outlined.</p> <p>Please note that this is <b>not intended</b> for traditional CME lectures (conferences, symposia) not integrated with quality and systems of care.</p> <p>Additional Eligibility Requirements</p> <ul style="list-style-type: none"> <li>- Pfizer can only support a maximum of 50% of educational expenses</li> <li>- Commercial support can not exceed 50% of the overall budget revenue to include institutional overhead and in kind support.</li> </ul>