

Independent Medical Education — Proposal Guidelines

Boehringer Ingelheim Pharmaceuticals, Inc. (BIPI) reviews requests for support of independent medical education through submission via the online grant portal, **Lectrona**, by clicking on the “Apply for Medical Education Funding” module.

In addition to the information requested in the online application, a full proposal upload is also required and should include, but not be limited to, the following information listed below.

Executive Summary of Proposal: Introductory, snap shot of proposal placed at the beginning of the proposal.

Potential bulleted format:

- Practice gaps/educational needs
- Target audience(s)
- Number of anticipated learners for each modality (e.g., live and on-demand enduring)
- Learning objectives
- Educational design
- Outcome measurement components, including Moore’s level expected
- Start date of content creation
- Start date of activities
- End date of activities
- Launch date(s) of each modality (e.g., live and on-demand enduring)
- Requested funds from BIPI (include total support needed to implement the activity)

Needs Assessment/Gaps/Barriers: Needs assessment should be referenced and demonstrate an understanding of the specific practice gaps and barriers of the target audiences. The needs assessment must be independently developed by the educational provider. Inclusion of multiple sources for identification of the practice gaps (e.g., literature search, survey of target audience, outcomes from previously implemented activities, prescription information sheets, etc).

Target Audience and Audience Generation: Target audience for educational program must be identified within the proposal. In addition, please describe recruitment methods for reaching target audience(s). The anticipated or estimated participant reach should also be included, with a breakdown for each modality included in the proposal, as applicable (e.g., number of participants for the live activity, the live webcast, and enduring activity).

Learning Objectives: Provide clearly defined, measurable, and attainable learning objectives that address the identified gaps and barriers in terms of what the learners will achieve as a result of participation. At least two learning objectives must be identified. Activity evaluation questions and outcomes should match back to these identified learning objectives.

Educational Design and Methods: Describe the approach that will be implemented to address knowledge, competence, and performance gaps that underlie identified healthcare gaps. Proposal should include strategies

that ensure reinforcement of learning material through use of multiple educational interventions and include practice resources and tools, as applicable.

Communication and Publication Plan: Provide a description of how the provider will communicate the progress and outcomes of the educational program to BIPI. It is highly recommended to include a description of how the results will be presented, published, and/or disseminated.

Program Evaluation and Outcomes Reporting: Describe your approach to evaluate the quality of the activity and the ability of the participants to achieve the learning objectives. Describe methods used for determining the impact of the educational program on closing identified healthcare gaps. Include cost per learner (based on funds being requested from BI and anticipated number of learners). The Outcomes report should describe if the originally proposed Moore's Outcomes levels were reached and how.

Provider/Partner Experience: Provide a description of your experience in the therapeutic area and/or with the educational design that you have proposed, including a summary of relevant activities previously developed and implemented.

Budget: The budget must be submitted using the template found in the BIPI grant portal, **Lectrona**. A budget is required for every grant request and should detail the intended use of requested funds. The budget must illustrate a reasonable cost for the program activities being supported. Within the proposal, please state the funding requested from BI, in addition to the total cost of the activity, and cost per learner. Describe various activity scenarios if full funding is not achieved.

Review Criteria: The committee evaluates proposals according to their scientific merit, alignment with BIPI areas of interest, and available funding along with the following criteria:

- Education focused on supporting excellence in patient care
- Meets accreditors' guidelines related to content, speaker selection, educational objectives, educational methods, etc.
- Venue(s) and format(s) are conducive to effective and efficient learning
- Ability to educate the broadest healthcare professional audience at appropriate/reasonable cost

Following the review of the initial submission, you may be asked to provide additional information or clarification before a decision is rendered.

Note: 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 to identify and resolve all conflicts of interest from all contributors and staff developing the content of the activity prior to delivery of the program, and must have a separate company providing/accrediting independent medical education if they are also performing promotional activities.