

AstraZeneca – Call For Grant Applications
CGA COPD Best Practice Sharing 2021-02

Submission Deadline	November 8, 2021 at 9 AM EST
Primary Area of Focus	Respiratory
Therapeutic Area	Chronic Obstructive Pulmonary Disease (COPD)
Burden to the Patient	Patients with COPD have to cope with poorer quality-of-life owing it to chronic cough, wheezing, shortness of breath, phlegm production, and the uncertainty of disease-advancing exacerbation. They must also contend with Smoker’s Guilt, and symptoms and overall impact of various known comorbidities. It is an understatement that patients with moderate-to-severe COPD (and their caregivers) have an altered life and struggle with strategies to manage everyday life.
Healthcare Burden	<p>COPD imposes substantial medical, economic, and societal burden in the US. It affects almost 15.7 million patients and is the 3th leading cause of death from chronic disease, linked to over 150,000 deaths annually (410 deaths per day; 1 person every 4 minutes).</p> <p>Exacerbations and resulting hospitalizations are largely responsible for the high healthcare costs, disease progression and the morbidity associated with COPD. There are estimates of 35,000 to 53,000 exacerbations per day, with approximately 6,000 exacerbation-related ER visits/hospitalizations per day. Compounding management, mortality, and morbidity, is the estimate that the COPD patient has three to five comorbid conditions.</p> <p>While advances are being made, translation/adoption into clinical practice takes time and continuous evolution of implementation strategies.</p>
Need	<p>Education that shares best practices being utilized within institutions, including the:</p> <ul style="list-style-type: none"> • Identified root cause(s) of the gaps that are responsible for the less-than-optimal management of patients with COPD • Process undertaken to create solution(s) • Implementation strategy(ies) • Outcomes
Educational Program	<p>Employs educational strategies/formats that:</p> <ul style="list-style-type: none"> • Leverages the latest digital technologies for maximal learner reach and engagement • Provides content tailored to the specific needs of the proposed audience • Considers time constraints of the learner (concise; point-of-care; microlearning) • Engages the diverse professions/specialties that care for patients with COPD
Budget	≤ \$55,000
Successful submission	<ul style="list-style-type: none"> • Independently-developed application, providing detailed description of the educational/practice gaps and their root cause(s), goals, learning objectives,

	<p>educational formats, and outcomes methodology of the proposed education</p> <ul style="list-style-type: none"> • Description of educational strategy and how the proposed program will: <ul style="list-style-type: none"> ○ Improve knowledge, competence, and confidence of the learner ○ Create a sense of urgency regarding translating the newly acquired knowledge into practice ○ Elevate the learner empathy • Includes outcomes from previously-executed COPD-specific program and describes how the results inform proposed activity(ies)
CGA Code	CGA_COPD_Best Practice Sharing_2021-02
Website URL	https://www.astrazenecagrants.com/us-grants.html

Program Requirements:

The Program must be planned and executed as if an accredited activity and fully compliant with the criteria and/or standards of commercial support for ACCME, AAFP, AOA, ACPE, ANCC, AANP, or NCCPA. Furthermore, the program will be educational and non-promotional in nature and will be planned, designed and implemented in accordance with the U.S. Food and Drug Administration's Guidance on Industry-Supported Scientific and Educational Activities ("Policy Statement").

The Policy Statement and the ACCME Standards require, among other things, that (i) Institution conduct the Program independently and without control or influence by AstraZeneca over the Program's planning, content (including the selection of speakers or moderators), or execution; (ii) the Program be free of commercial bias for or against any product; (iii) Institution make meaningful disclosure of AstraZeneca support of the Program and any prior relationship between Institution and AstraZeneca, and the relationship, if any, between AstraZeneca and the speakers selected by Institution; and (iv) AstraZeneca not engage in, and Institution not permit any other sponsor to engage in, promotional activities in or near the Program room or advertise its products in any materials disseminated as part of the Program.

In addition, Institution is required by the Policy Statement and, if applicable, accreditation standards to ensure that any product discussions at the Program be accurate, objective, balanced and scientifically rigorous. This includes a balanced discussion of each product and of treatment alternatives, that limitations on data be disclosed, that unapproved uses be identified as such, and that for live presentations there be opportunities for questioning or debate.