

<b>DATE:</b>	<b>05/01/2017</b>
<b>FROM:</b>	Nicole Peterson, Associate Director, Corporate Giving, Markets Bristol-Myers Squibb
<b>RE:</b>	Request for Proposals
<b>Response Due Date</b>	Response must be received by <b>06/28/2017</b>
<b>RFP Topic</b>	<b>Eliminating barriers to innovative cardiovascular therapies to improve patient care and outcomes</b>
<b>Intended Audience</b>	<b>Patients, health care providers, payers, hospitals, pharmacy/pharmacists, administrative agencies and advocates</b>
<b>Geographic Region</b>	U.S. only
<b>RFP Rationale</b>	<p>Chronic disease is the leading cause of death and disability in the United States. Accessing affordable treatments is vital for all Americans. There are many factors that may limit both patient and provider ability to access the newest and most innovative therapies including restrictive formularies,<sup>1</sup> step therapy,<sup>2</sup> non-medical switching,<sup>3</sup> cost<sup>4</sup> and cumbersome administrative processes including prior authorization and tier exception processes<sup>5</sup>. The strategies employed to address these barriers may include:</p> <ul style="list-style-type: none"> <li>• Gaining an understanding of barriers from each stakeholder’s point of view (HCP, Patient, administrative staff, caregivers, others);</li> <li>• Developing best practices that can inform advocacy organizations and medical societies, including the role each could play in the evolving access landscape.</li> </ul>

<sup>1</sup> “Formulary restrictions set by the insurance companies are thought by most cardiologists (71 percent) to lead to disparities in care related to income, elderly age, and underserved, diverse populations,” CardioSurve survey of 151 cardiologists, October 2016, American College of Cardiology

<sup>2</sup> “The Effects of Antihypertensive Step-Therapy Protocols on Pharmaceutical and Medical Utilization and Expenditures,” Pamela B. Landsman, MPH, Dr PH; Winnie Yu, PharmD; Xiao Feng Liu, PhD; Steven M. Teutsch, MD; and Marc L. Berger, MD., The American Journal of Managed Care, October 2005

<sup>3</sup> “Economic impact of switching from valsartan to other angiotensin receptor blockers in patients with hypertension in patients with hypertension,” Signorovitch J, Zhang J, Wu EQ, et al. Current Medical Research and Opinion 2010; 26-849-60

<sup>4</sup> “85% of cardiologists believe co-payments, deductibles and co-insurance are barriers to patients using new evidenced-based therapies,” CardioSurve survey of 151 cardiologists, October 2016, American College of Cardiology

<sup>5</sup> “Effect of Prescription Copayments on Adherence and Treatment Failure with Oral Antidiabetic Medications,” John Barron, PharmD; Peter Wahl, MLA, MS; Maxine Fisher, PhD; and Craig Plauschinat, PharmD, MPH Pharmacy and Therapeutics, September 2008

Length of Proposed Project	12 months
<b>Preference will be given to those proposals that address ALL of the following:</b>	
1. Overview of requesting organization	Please describe the organization requesting support, including its mission, confirmation of its status as a non-profit entity, a list of key officers and staff who will direct the program; and descriptions of other participating organizations/partners
2. Goals & Implementation Plan	Provide a clear description of the program goals, implementation plan, target audience, and a timeline with a detailed breakdown for each of the proposed activities.
3. Tactics	<p>Specify how the program will identify and develop potential solutions of the barriers for each stakeholder (MD, patient, office staff, advocacy, medical societies) including the strategies listed above. Describe how the program will engage multiple stakeholders, provide insights to inform activities of advocates, as well as document barriers and resolutions.</p> <p>Please indicate whether or not you have executed similar types of activities before; if yes, please include a description (a link to the program, if available/applicable), and describe the program results. Comment on the lessons you learned from that program, and how they influence the creation of the new proposed program.</p>
4. Budget	<p>In addition to providing the organization's most recent year's Tax Form 990, please provide a detailed budget for each of the proposed activities. Please include justification for the requested amount and follow all of the guidelines in the online submission process, point out areas where you have identified opportunities for cost savings; and provide as much detail as possible on the intended expenditures. Proposals that have multiple sponsors will be given priority.</p> <p>Multiple awards will be granted in an estimated average funding amount of <b>\$125,000</b> total project.</p>
5. Reach & Impact	With regard to the proposed program's intended audience, please specify the number of people that you plan to reach. Explain how the program could lead to improving access to therapies for patients/providers and strategies that would be effective in reducing the administrative burden to health care providers.

<b>6. Collaboration</b>	<p>Describe how your organization will collaborate with other organizations (e.g. advocacy organizations, professional societies, medical societies) to draw from advocacy and policy expertise. List your existing partnerships and provide examples of how you have partnered with each in the past. Please provide the names of the organizations that you intend to partner with for the proposed activity(s), and explain how you will work with them.</p>
<b>7. Evaluation</b>	<p>Specify how you will define and measure success for each of the proposed activities; indicate how the program will be measured and evaluated, and how the results will be reported. Please be specific about what and how outcomes will be shared.</p>
<b>8. Reporting</b>	<p>Please specify the descriptive and evaluative reporting of program results that you will provide. Reports are required every 6 months and a final report is due at the conclusion of the funded activities.</p>
<b>9. Sustainability/ Replicability</b>	<p>Describe specific plans to broadly disseminate the proposed program's results and ensure sustainability beyond the funding period. Explain how the proposed program could be replicated in other geographic regions or to address other types of audiences.</p>
<b>Important Reminder</b>	<p>Bristol-Myers Squibb and Pfizer will have no influence over the program's content or development.</p>
<b>How to submit your response</b>	<p>Proposals must be submitted online at <a href="http://www.bms.com/responsibility/grantsandgiving/Corporate_Giving/Pages/Sponsorships.aspx">http://www.bms.com/responsibility/grantsandgiving/Corporate_Giving/Pages/Sponsorships.aspx</a> <b>by 06/28/2017</b></p> <p><b>Please reference RFP Code: RFP-17-CG-103</b></p>
<b>Contact Information for questions</b>	<p>Please contact Nicole Peterson at 609-302-3696 or <a href="mailto:nicole.peterson@bms.com">nicole.peterson@bms.com</a> with any questions regarding the grant submission process.</p>