

Bristol-Myers Squibb

Independent Medical Education

Guidance for submitting Proposals

Proposals should include, but not be limited to, the following information:

- **Executive Summary of Proposal:** Introductory, snap shot of proposal to be placed at the beginning of proposal. Consider bulleted format.
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 - 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
 - Launch date(s) of each modality (e.g., live and on-demand enduring)
 - Requested funds from BMS (include total support needed to implement the activity if multi-supported)

- **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, etc) are encouraged.

- **Target Audience and Audience Generation:** Target audience for educational program must be identified within the proposal. In addition, please describe methods for reaching target audience(s) and any unique recruitment methods that will be utilized. 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). If the proposal is in response to an RFE, please make sure your target audiences match.

- **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. Activity evaluation questions and outcomes should match with these identified learning objectives.

- **Educational Design and Methods:** Describe the approach used 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 BMS. 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 BMS and anticipated number of learners)
 - Please refer to “Guidance for Outcomes Report” document (on [BMS website](#)) for a detailed explanation of preferred outcomes reporting methods and timelines.
- **Provider/Partner Experience:** Provide a description of your experience in the therapeutic area and/or the educational design that your proposal is focused on, including a summary of activities developed and implemented.
- **Budget:** Detailed budget with rationale of expenses, including breakdown of costs, content cost per activity, out-of-pocket cost per activity, and management cost per activity. State the funding requested from BMS, in addition to the total cost of the activity if multi-supported, and cost per learner. Describe various activity scenarios if full funding is not available.

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.

If your organization wishes to submit an educational proposal, please use the online application available on the Bristol-Myers Squibb Independent Medical Education website at:
<http://www.bms.com/responsibility/grantsandgiving>