

Independent Medical Education (IME) Guidance Document

Applications to GSK Australia for Grants to undertake Independent Medical Education



GlaxoSmithKline's mission is to help people Do more, Feel better and Live longer. As part of this mission we are embarking on a new initiative in how we support third-party independent medical education (IME). We want to enable those closest to the patient and educational experts to collaborate and innovate; to close healthcare professional knowledge and performance gaps, achieve evidence-based standards of best practice and ultimately improve patient health.

GSK supports independent medical education fully at arm's-length; this means we will have no control, involvement or influence over the content development, logistics, faculty, speakers or participant selection, nor do we seek to review the content. GSK staff may register to as a participant in a GSK-funded independent medical education, however the intent is solely for the education benefit of the staff member and they will not comment upon or interfere in any way with the delivery of the educational activity.

The focus of GSK-supported independent medical education is to educate healthcare professionals. Through this programme we aim to fund outcome-driven education initiatives in defined disease areas in which there are patient needs and mutual medical and scientific interest. We have refined our selection criteria for educational grant funding by requiring independent providers to demonstrate that their programmes are designed to improve healthcare professional practice and patient health using objective data to measure these improvements. While we realise that all programmes are designed to improve clinical knowledge we are focusing our financial resources on those that we believe have the greatest potential to improve patient health and enable people to do more, feel better and live longer.

Please read the following information on GSK's approach to supporting independent medical education to better understand our standards for IME grant proposals as well as details on how to apply.

Disease Areas of Interest for 2017

All submitted proposals must be aligned with a disease area of interest to GSK as outlined below. We periodically review and update our disease areas of interest in accordance with patient need. Any changes or updates to our disease areas of interest will be communicated through updates to this document as well as on our IME website <http://au.gsk.com/en-au/responsibility/independent-medical-education/>.

Disease areas of interest for 2017:



Respiratory:

Asthma
COPD



Vaccine preventable diseases and pathogens:

Hepatitis B
Influenza
Meningococcal disease
Pertussis
Malaria



Urology:

Benign Prostatic Hyperplasia

Proposals may address more than one disease area and may cover the broader therapeutic area, but the focus of the education must be in one of the above disease areas, in all of which we have an approved product.

Eligible Independent Medical Education Providers

The following organisations are eligible to apply for an educational grant:



Healthcare service provider



Professional medical society



Patient group or medical education charity



Academic institution that trains healthcare professionals



Independent medical education company

Individual persons are NOT eligible to apply for an educational grant through this independent medical education process.

Eligible independent medical education providers, or the independent medical education function of the provider, must be independent from industry influence and must not provide non-independent services to commercial industry. Independent medical education providers that provide both marketing and independent education services will need to demonstrate in their application how they ensure that their independent education services are free from commercial interest.

Providers need to be able to design and deliver high quality multidisciplinary education initiatives. Collaboration amongst providers to capitalise on each other's areas of expertise is encouraged.

Proposed initiatives must aim to improve patient health through a positive change in healthcare professional performance and knowledge. To qualify for funding providers need to incorporate a measure of the educational outcome aimed at demonstrating a change in healthcare professional performance and knowledge. Further detail on the possible outcomes that could be measured is provided on Page 5.

Additional funding for the independent medical education from other sources, either already committed or planned, will be viewed favourably, provided that such additional funding does not in any way compromise the independence of the educational activity. Additional funding, either committed or planned, must be outlined in the application.

Applications for grants to undertake independent medical education must be made on the Application form available on GSK Australia's IME website <http://au.gsk.com/en-au/responsibility/independent-medical-education/>.

IME Grant Proposal Review

GSK will review all submitted proposals against standardised criteria. All educational grant proposals must address the following areas:



Quality and Compliance

All educational grant applications will be reviewed on the completeness and quality of the application as well as the potential impact the proposal could have in enabling patients to Do more, Feel better and Live longer. Providers must comply with the following to qualify for consideration for funding:

- Proposals must be free from commercial influence.
- Providers should demonstrate how they will ensure that the educational content will be non-promotional, fair and balanced.
- Education must be in a disease area or areas as outlined in the Disease Areas of Interest.
- Where possible the educational content should be accredited by a nationally or internationally recognised accreditation body that requires content development and activities to be independent from commercial interest. Clarity must be provided as to the proposed accreditation.
- It is highly desirable for supported education to attract continuing profession development points from a relevant, recognised CPD provider.
- The budget must be customised to the specific proposal, with line items allocated to appropriate categories. Appropriate progress milestones, payment amounts and dates will need to be identified.
- Provider must maintain complete and accurate books and records relating to the educational activity. GSK reserves the right to inspect and audit these records.
- Provider shall be required to provide periodic updates on the progress of the program.
- Providers must comply with the transparency obligations of GSK which requires GSK to publically disclose all approved educational grants provided to healthcare organisations, as well as to meet obligations in respect of reporting grants payments in accordance with legal, regulatory and industry code requirements. Providers may need to obtain consent from healthcare professionals to such disclosure, and provide GSK with proof of such consent and such information as required by GSK to meet its disclosure obligations.
- Proposals must include details on how conflicts of interest will be identified and resolved. Anyone who is involved in developing educational content must disclose any relevant financial relationship with commercial interest that creates a conflict of interest.
- Providers must not include in the application any information as to the proposed expert faculty, speaker selection, agenda or content. Providing such detail may compromise our ability to support a request for independent medical education. In addition, even after approval of an application, discussions with GSK on such matters will not be permitted.



Identified healthcare professional education need

Proposals must highlight and address evidence-based clinical performance gaps that impact patient health in the selected disease area. This should include a rigorous assessment of the gaps between current practice and evidence-based best practice that identifies healthcare professional learning needs.

Examples of an educational need assessment could be expert interviews, a healthcare professional survey, a review of peer-reviewed scientific literature, an audit of patient records, or a national consensus.



Educational initiative design

Initiatives should clearly define specific, measurable learning objectives that are aligned to the identified healthcare professional educational need and the expected knowledge or practice change. Proposed initiatives should consider incorporating interactive and innovative formats that are designed to improve healthcare professional knowledge, skill, practice and ultimately patient health.

Initiatives should target the intended audience's learning preferences; they may be multiple curriculum-based initiatives or tailored multidisciplinary learning environments. Whatever format is outlined a compelling rationale should be provided for the educational design selection.

A strategy to make the educational activity available to the widest possible healthcare professional audience should also be included.



Educational outcomes

Initiatives should strive to measure and demonstrate an educational outcome. Only initiatives that are designed to objectively measure a change in healthcare professional knowledge (minimum of Level 3 in Moore's model below)¹ will be considered for funding.

Education outcomes	Description	Source of data
Community Health (Level 7)	The degree to which the health status of a community of patients changes due to changes in the practice behaviour of participants	Objective: epidemiological data and reports Subjective: community self-report
Patient Health (Level 6)	The degree to which the health status of patients improves due to changes in the practice behaviour of participants	Objective: health status measures recorded patient charts or administrative databases Subjective: Patient self-report of health status
Performance (Level 5)	The degree to which participants do what the CME activity intended them to be able to do in their practices	Objective: observation of performance in patient care setting, patient charts, administrative databases Subjective: self-report of performance
Competence (Level 4)	The degree to which participants <i>show</i> in an educational setting how to do what the CME activity intended them to be able to do	Objective: observation in education setting Subjective: self-report of competence, intention to change
Learning procedural knowledge (Level 3b)	The degree to which participants state <i>how</i> to do what the CME activity intended them to know how to do	Objective: pre-and post test of knowledge Subjective: self-report of knowledge gain
Learning declarative knowledge (Level 3a)	The degree to which participants state <i>what</i> the CME activity intended them to know how to do	Objective: pre- and post tests of knowledge Subjective: self-report of knowledge gain
Satisfaction (Level 2)	The degree to which the expectations of the participants about the settings and delivery of the CME activity were met	Questionnaires completed by attendees after CME activity
Participation (Level 1)	The number of physicians and others who participated in the CME activity	Attendance records

Table from Moore, D., JCEHP, 29

¹ Moore D. E., *Journal of Continuing Education in the Healthcare Professions*, 2009, (29), issue 1, pp. 1-15
http://www.sacme.org/Resources/Documents/Virtual%20Journal%20Club/Moore_evaluation_article.pdf

How to apply in 2017

Application process and timelines

Applications **must be made on the Independent Medical Education (IME) Application Form**, available on the GSK Australia medical education website <http://au.gsk.com/en-au/responsibility/independent-medical-education/>.

Applications for 2017 will be reviewed by the GSK IME Committee which will meet in the second week of May 2017. Applications are to be emailed to the email address below, arriving no later than Friday April 28, 2017. Applications received after that date will not be considered.

Advice on the outcome of Applications will be communicated by the end of May 2017.

All GSK decisions will be final.

When applying:



Read this document carefully to ensure you are eligible to apply for funding, and fully understand the purpose, terms and conditions of the application



Complete the following application check list:

- Your organization is an eligible independent medical education provider as per GSK requirements. If your organization provides both marketing and independent educational services, evidence must be provided to demonstrate that independent education services are free from commercial interest, for example, organization charts showing separation of business units.
- Your proposal is in a current GSK disease area of interest as outlined earlier in this document, or aligned with an open *Request for Proposal to undertake IME*
- The following compliance criteria are fulfilled:
 - Education development is free from commercial influence and a strategy to ensure content will be non-promotional, fair and balanced is outlined
 - Conflicts of interest have or will be sought and disclosed
 - Budget is customised, itemised and aligned to appropriate categories
 - You agree to GSK's requirement for transparency
- Your proposal includes a comprehensive, evidence-based education need assessment
- Your proposal includes rationale and detail on the design of the education initiative
- Your proposal seeks to measure educational outcomes in a manner that meets GSK criteria for funding
- Your proposal outlines a strategy to make the education available to the widest possible healthcare professional audience



Include as attachments any evidence required to demonstrate that criteria have been met



Submit your application by email to ime.admin-aust@gsk.com. Further details in the Independent Medical Education (IME) Application Form