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1. If my target audience or budget is small, will my independent medical education grant request still be considered?

There is no minimum budget or minimum target audience for a request to be considered; however, programs with high educational impact will be prioritized. We aim to fund outcomes-driven education initiatives in disease areas in which there are HCP learning needs and mutual scientific interest. Note that there are two application streams available, depending on the amount of funding requested. **IME applications requesting \$10,000 or less** will be accepted and reviewed year-round, while **IME applications requesting greater than \$10,000** will only be accepted during an official call for proposals, occurring twice per year.

2. Are GSK's criteria for medical education granting decisions going to be the same?

We have revised our selection criteria for educational grant funding and request that educational grant requests demonstrate the following:

- An identified healthcare professional educational need
- A program design that includes interactive and innovative formats geared toward a healthcare professional audience
- Educational outcomes that demonstrate and measure a change in healthcare professional knowledge, practice, or patient outcome
- Will not point, either directly or indirectly, to the off-label use of medicines or vaccines, regardless of pharmaceutical manufacturer

While we realize that all programs are designed to improve clinical knowledge, we are focusing our resources on those that demonstrate the greatest potential to close clinical performance gaps, to improve patient health and enable people to Do more, Feel better and Live longer.

Please refer to the program information and criteria document for the full list of criteria.

3. Why have the medical education disease areas of interest changed?

All submitted proposals must be aligned with the disease areas in which a GSK has licensed medicines or vaccines. This ensures that our support does not in any way promote unapproved products or unapproved uses of our products. GSK, at its discretion, will periodically review and update its medical education disease areas of interest in accordance with patient need and to reflect its changing product portfolio. While we remain committed to all of our areas of disease interest, topics of particular interest may be prioritized. Please refer to our website or the request for proposal for the full list of disease areas of interest.



4. My initiative has been funded every year. Will it still be funded this year, under your new IME application process?

All requests are treated equally and reviewed against standardized criteria.

Decisions will be made comparatively across applications rather than the previous process of assessing programs independently on a first come first served basis. The requests that are best aligned to the application criteria and to the program's mandate will be selected for available funding. Although your program may meet our pre-determined criteria, it is possible that not all proposals can be funded.

5. Why are some disease areas of interest prioritized over others?

GSK is committed to supporting IME that supports the educational needs of HCPs. We recognize our responsibility to support independent educational programs for diseases where GSK has available medicines or vaccines.

6. How can I make sure my event gets reviewed before the event start date? What happens if I miss a cycle and my event happens before the next cycle?

For IME requests greater than \$10,000, all dates relevant to the submissions cycle will be posted to the website, including the date each cycle opens and the deadline. If your organization is planning a medical educational event for which you would like to apply for funding, please consult these dates and submit your application during a cycle that closes at least 8 weeks before your event start date. This will ensure sufficient time for our review and provision of the grant, should you be successful.

For IME requests less than or equal to \$10,000, applications are accepted and reviewed year-round, as they are received. Please ensure that your application is submitted at least 8 weeks before your event start date.

7. What happens to my organization profile from the old website? Do I need to re-establish it every time I submit a new application?

Applicants will no longer have to go through the website to submit applications. Going forward, applicants will complete a single word document form that will include information on their organization. This word document can be saved by the applicant and be completed at their own pace. For any subsequent applications on behalf of the same organization, applicants can use a previous application as a template and update any details specific to the educational event.



8. What format should I use for my application?

The application form will now consist of a word document that the applicant can save to their computer and complete at their own pace. The completed form must be sent to the GSK by e-mail at gsk-medical-education.canada@gsk.com. If you choose, supplementary documents (Word, Excel, PowerPoint, PDF) may be attached in your email but are not required.

9. Can I send in my own grant-request package or do I have to use the GSK form?

While we highly encourage your use of the application form to facilitate our timely review, as long as you meet the criteria outlined in our form and that information can be easily found in your submission, you are welcome to attach separate documents to your e-mail instead of completing the Word document.

10. Is there someone I can contact to see if my event qualifies as a “Level 3” educational event in Moore’s model for impact?

Yes; any questions regarding medical education funding or criteria can be directed to the medical education group mailbox at gsk-medical-education.canada@gsk.com. Moore’s educational model for impact can be found at <http://dx.doi.org/10.1002/chp.20001> (Moore DE *et. al.* (2009), Achieving desired results and improved outcomes: Integrating planning and assessment throughout learning activities. *J Contin Educ Health Prof.* 29: 1-15)

11. When will I find out if I have been granted funding?

For IME applications requesting greater than \$10,000, all submissions will be reviewed in the month following the close of the call for proposals, and grant recipients will be informed of the funding decision accordingly.

For IME applications requesting less than or equal to \$10,000, submissions will be reviewed year-round, as they are received, and grant recipients will be informed of the funding decision accordingly.

12. When will the funding amount be transferred?

Within approximately 2 weeks after grant recipients have been announced, a letter of agreement will be sent to each grant recipient for signature. Once the signed letter of agreement has been received by GSK, it typically takes a few weeks for the provision of the grant.



13. What happens if my program changes between when I apply and when the event is conducted?

Please notify us if there is any significant change to your provided program. Approval of this event has been based on the program submitted and a significant change *could* impact our funding decision.

14. What is the difference between conference sponsorship and independent medical education?

If the intent of the sponsorship request is to offer any sort of commercial benefits (e.g. booth or complementary conference registration) in exchange for sponsorship, the request will be assessed by the conference sponsorship team and should be submitted to their group mailbox, ca.conference-sponsorship@gsk.com.

If the program does not offer commercial benefits or opportunities for funders, it may fall under medical education. Medical education programs are targeted at Health Care Professionals (HCPs) (e.g. physicians, nurses, pharmacists, etc.) and must be educational in nature.

Application information and forms for independent Medical Education can be found on <http://ca.gsk.com/en-ca/healthcare-professionals/independent-medical-education> and submitted by email at gsk-medical-education.canada@gsk.com. All applications will be reviewed twice per year; the timelines are posted on our website.