

### 2020 CONTINUING MEDICAL EDUCATION GRANTS

Name of Recipient	Program Name	Program Description	Amount
Society for the Advancement Of Blood Management	Iron Corner Phase 3 Expansion	<p><b>Concept:</b> Convene a national advisory panel of iron-deficiency anemia (IDA) experts to guide the expansion of non-branded learning content on The Iron Corner—SABM’s Online Information Center for Iron Deficiency Anemia.</p> <p><b>Objective:</b> Conduct a clinical review and update of the website, add management content and a treatment algorithm for peri-operative anemia developed by the IDA in Cardiac Surgery Advisory Panel and Manuscript Project; produce 3-one minute whiteboard or 2D graphics animation videos that promote IDA awareness and treatment to patients; and through membership, newsletter and social media channels, using this update and new content to increase internet traffic to the site.</p>	\$30,000
Creative Educational Concepts (CEC)	ACOG Annual Meeting and ACOG District Meetings	<p>The grant request is to support a live symposium at the ACOG Annual meeting in April 2020, and 3 ACOG District Meetings held throughout the United States in the Fall of 2020.</p> <p><b>ACOG Annual Meeting</b> The American College of Obstetricians and Gynecologists (ACOG) is a membership organization dedicated to the advancement of women’s health care and the professional and socioeconomic interests of its members through continuing medical education, practice, research, and advocacy. ACOG clinical content is the indispensable decision support resource for women's healthcare providers reliable and relevant, grounded in scientific evidence, and developed through a rigorous and inclusive process. In this meeting, more than 200 exhibiting companies and around 16,000 attendees from across the world are expected to attend this event. The Conference dates are April 24 - 27, 2020 in Seattle, Washington. To expand the reach of this educational activity beyond the live symposium, 3 live regional multi-modal-meetings (NY, FL, and TX) conducted at American College of Obstetricians and Gynecologists (ACOG) District Meetings during the fall of 2020.</p> <p><b>ACOG District Meetings</b> ACOG has 12 districts and 98 sections that represent various geographical regions, countries, territories, and states in North and South America. Each district is led by a chair, who serves on the Executive Board. Live, regional meetings are an optimal way to reach practitioners at the grassroots level. The interactive presentation will consist of 3 educational activities, conducted throughout the U.S., targeting OB/GYNs in a variety of ACOG District Meetings. Educational sessions at ACOG District Meetings are typically conducted during mealtimes. Planning for this series will occur immediately upon grant approval with a targeted rollout beginning August 2020.</p>	\$342,260

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Pharmacy Times Continuing Education	12 -14 page Peer Reviewed In-Book printed In Pharmacy Times Directors in Health System Pharmacy	<p>This activity will be a 12-14-page peer-reviewed In-book printed in Pharmacy Times' Directions in Health-System Pharmacy. The Directions in Health-System Pharmacy is BPA audited and are distributed to 30,000 health system pharmacists working as staff pharmacists, clinical pharmacists, P&amp;T committee members and formulary directors in the health systems setting. The In-book will be converted into an online PDF and available as an HTML document to the over 166,000 monthly online users (retail, community, health-system, specialty, managed care pharmacists) at <a href="http://pharmacytimes.org">pharmacytimes.org</a> for 1 year.</p> <p><b>How will American Regent be recognized for support:</b> The grant supporter(s) are recognized on the landing page of the activity, prior to the participant initiating and review of content. Recognition language will state: "This activity has been supported through an education grant from XYZ (specific to each company's policy on how they are to be recognized).</p> <p><b>Describe how this program fits within American Regent Guidelines on CE sponsorship:</b> The identified gaps indicate a need to educate pharmacists about anemia in heart failure, risks and benefits of various therapies, and strategies to enhance their role in the transitions of care for these patients. Pharmacists need to stay educated on changes in healthcare and their role in the shifting treatment paradigm. The identified gaps indicate the need to train pharmacists regarding current treatment strategies and recommended management of anemia in heart failure. Continuing professional education will provide information to recognize the challenges associated with patient care and identifying anemia in heart failure. Application of this knowledge will enable pharmacists to effectively differentiate and ensure appropriate use and monitoring of treatment options and will enable them to educate patients to help improve outcomes.</p> <p><b>Additional Comments/Information:</b> Pharmacy Times Continuing Education is an ACPE (Accreditation Council for Pharmacy Education) accredited provider of continuing education lessons to pharmacists. The in-book will be accredited for 2 credits of CE. The activity will also be endured online at <a href="http://pharmacytimes.org">pharmacytimes.org</a> and will remain active for 1 year.</p>	\$77,625

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Tarsus Cardio Dba Cardio- Metabolic Health Congress	To defray the cost of activities: Management Faculty Recruitment, Production of Meeting Materials, Audience Generation, Web Development, Printing	<p>Iron deficiency (ID) affects up to one-third of the world's population and is particularly common in elderly individuals and those with certain chronic diseases such as chronic kidney disease, and congestive heart failure (Drozd 2017). Many of those affected are unaware of ID and cannot recognize its symptoms (Pratt 2016). For patients with heart failure (HF), ID is an independent predictor of outcomes and a major contributor to decreased exercise intolerance and quality of life regardless of the presence or absence of anemia (Mordi 2018). ID is common in patients with HF (both acute and chronic), with an estimated prevalence ranging from 33-74% (Makubi 2017); yet, the condition is under-recognized and untreated in most HF patients (Lam 2018; Von Haehling 2015).</p> <p>There is considerable interest in iron deficiency as an emerging therapeutic target after positive results from several clinical trials investigating intravenous iron treatment in HF patients. These trials- FAIR-HF, CONFIRM-HF and EFFECT-HF- showed statistically significant beneficial effects of intravenous ferric carboxymaltose versus placebo or standard of care, on symptoms, functional capacity and oxygen consumption (Anker 2009; Ponikowski 2014; van Veldhuisen 2017). Because of this evidence, HF treatment guidelines have recognized the importance of addressing ID, and have made specific recommendations to do so (Cohen-Solal 2014; Ponikowski 2016; Yancy 2017). Furthermore, new studies have been initiated to evaluate the effects of ferric carboxymaltose on morbidity and mortality outcomes (Mordi 2018).</p> <p>According to experts, ID is an under-recognized, underappreciated disease, and as a result, under-diagnosed and under-treated (Lam 2018; Pratt 2016). Diagnosis is challenging, and diagnostic criteria for ID in HF patients remains an area of active research, thus clinicians need additional education on current and emerging approaches for the early identification of ID in this patient population (Anand 2018). Because of new evidence that supports correcting ID and efficacious treatments currently available, it is important that clinicians are aware of this evidence in order to implement the guidelines on ID in HF and improve patient outcomes. As such, these educational activities will overview the impacts, pathophysiology, diagnosis, and treatment of ID in HF patients in order to help address these current gaps.</p> <p>The proposed program was developed and will be implemented by the collaboration of Postgraduate Institute for Health (PIM) and Tarsus Cardio dba Cardiometabolic Health Congress (CMHC). PIM will ensure that this activity is developed in compliance with the ACCME Essentials and Standards of Commercial Support and all pertinent policies of the ACCME, American Medical Association (AMA), US Food and Drug Administration (FDA), Office of the Inspector General (OIG), and Pharmaceutical</p>	\$197,204



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Medical Learning Institute	Making the Case for Treating Iron Deficiency In Patients with Heart Failure	<p>Iron deficiency (ID) is a frequent but overlooked comorbidity of heart failure (HF), with a prevalence of 30% to 50%. Since it contributes to cardiac and peripheral muscle dysfunction, ID is associated with poorer clinical outcomes, negative impact on quality of life, and a greater risk of death, even in the absence of anemia. ID has therefore emerged as a new comorbidity and a therapeutic target of HF in addition to chronic renal insufficiency, anemia, and diabetes. A thorough needs assessment, however, has revealed many clinicians, including cardiologists, are not recognizing the presence of ID in patients with HF, leaving many patients undiagnosed and untreated. Further, many physicians are reluctant to prescribe intravenous iron preparations, which have shown greater efficacy than oral iron, due to adverse effects associated with older formulations. In order to address these identified educational needs with a goal of developing education that is scientifically rigorous and relevant to both academic and community-based clinicians, we are proposing an online PeerView Make A Case activity, in which case-based education is delivered by a leading expert in HF with an innovative personalized content experience for substantial impact on improving professional competency and performance. PeerView Institute (PVI), in the role of joint provider for this proposal, is a leader in professional development and continuing education, and has made consistently compelling educational content available to healthcare professionals in live and enduring formats for more than 15 years. In just the last 5 years, more than 875,000 healthcare professionals have been educated online, through 355 PVI educational activities, with strong outcomes and positive feedback from learners and faculty. The online content will be hosted for 1 year, November 16, 2020 to November 15, 2021, on <a href="http://www.PeerView.com">www.PeerView.com</a>. The activity will be publicized to the universe of active cardiologists and other relevant healthcare professionals in the community via e-mail and contextual rotation through a network of high traffic medical web portals, apps, and professional social media.</p>	\$139,250

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Physician Education Resources	Understanding the Need for Proper Recognition and Management of Iron Deficiency Anemia in Patients with IBD	Physicians' Education Resource, LLC (PER®) recognizes the unmet need for education on proper recognition and management of iron deficiency anemia (IDA) in patients with inflammatory bowel disease (IBD). In order to fulfill this need and as part of our ongoing commitment to the rare disease community, PER is pleased to present this grant request for the CME-certified activity " <b><i>Clinical Consultations™: Understanding the Need for Proper Recognition and Management of Iron Deficiency Anemia in Patients with IBD</i></b> " This <b><i>Clinical Consultations™</i></b> online activity will include a facilitated discussion between two gastroenterologists, both of whom are experts managing IDA in patients with IBD. Iron deficiency anemia is often overlooked and undertreated, specifically in patients who suffer from IBD. Not only is IDA overlooked, but gastroenterologists, primary care physicians and OB/GYNs are not fully aware of proper screening practices, diagnostic strategy, and the safety and efficacy of different routes of administration for iron supplementation. The goal of this activity is to address these education gaps with Gastroenterologists, PCPs/OGBYs, NPs and PAs who care for patients that endure IBD associated IDA. In order to close the identified knowledge and practice gaps, PER is proposing the " <b><i>Clinical Consultations</i></b> " online format. " <b><i>Clinical Consultations</i></b> " allow participants to hear thought leaders discuss patient management and treatment issues and experience case-based learning and commentary from thought-leaders regarding treatment decisions supported by evidence through pre-recorded video clips.	\$129,470



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Creative Education Concepts	Revolutionizing Outcomes in Gynecologic Surgery: The Pivotal Role of Iron Deficiency Anemia	<p>Iron deficiency anemia is a far-reaching condition of immense clinical impact in women’s health, with implications ranging from the global, epidemiological scale, to treatment by individual OB/GYNs and gynecologic surgeons, and most importantly, to individual patient outcomes. As such, this educational initiative is designed to address the myriad challenges of iron deficiency anemia (IDA) in women’s health using a dynamic, multifaceted approach targeted to OB/GYNs and gynecologic laparoscopists. This initiative will provide a review of the epidemiology of IDA, including perioperative obstetrical morbidity and mortality implications, as well as equip OB/GYNs and laparoscopists with the tools they need to identify patients at high risk for IDA within their practices and properly prevent, diagnose, and treat IDA in those patients. Abnormal uterine bleeding (AUB) will be emphasized as a preeminent cause of IDA in women, and attendees will be given strategies they can employ to overcome the harmful cultural stigmas surrounding AUB. And lastly, using a case-based approach designed for the interprofessional team, this activity will evaluate currently-available IV and oral iron supplementation modalities, with a focus on tailored treatment strategies for surgical patient’s refractory to oral therapy.</p> <p>This live symposium at the 49th AAGL Global Congress on Minimally Invasive Gynecologic Surgery (MIGS) will be held November 4-8, 2020, in Aurora, Colorado.</p>	\$177,360

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Pharmacy Times	The Relationship Between Anemia and Cancer	<p>We are submitting this grant for an accredited session on anemia and cancer at our 4 live, full-day Directions in Oncology Pharmacy regional meetings between September and November 2020 in 4 major US cities (Chicago, Anaheim, Orlando, and New York). The Directions in Oncology Pharmacy 2020 meeting series is a regional meeting hosted by PTCE Oncology positioned to offer education for clinical specialists, infusion, staff and specialty pharmacists. The mission of this initiative is to provide practical, live education to pharmacists practicing in the oncology clinic, hospital and specialty pharmacy settings. The content presented during the live sessions will be updated and delivered to a national audience as a live and archived webinar following the conference in November/December 2020. Directions in Oncology Pharmacy 2020 meeting series is a regional meeting hosted by PTCE Oncology positioned to offer education for clinical specialists, infusion, staff and specialty pharmacists. The mission of this initiative is to provide practical, live education to pharmacists practicing in the oncology clinic, hospital and specialty pharmacy settings. The topics that are selected are identified through monthly surveys and personal interviews. PTCE Oncology will leverage its success in delivering its Directions in Pharmacy meeting, which began 10 years ago as a one-day meeting held in Princeton, New Jersey. Attendance at this meeting has grown steadily over the years and now Directions in Oncology Pharmacy will reach 4 locations in 2020. The identified gaps indicate a need to educate HCPs involved in the treatment and management of patients with cancer on the increased risk for developing anemia. The etiology of anemia associated with cancer and myeloid suppressive chemotherapy is multifactorial. This program will discuss approaches to evaluating anemia in patients with cancer and the considerations when selecting the appropriate treatment. Pharmacists can positively impact the treatment for anemia in patients with cancer and improve health-related quality of life for these patients.</p>	\$90,451

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