

2021 CONTINUING MEDICAL EDUCATION GRANTS

Name of Recipient	Program Name	Program Description	Amount
Creative Education Concepts (CEC)	American College of Obstetricians and Gynecologists (ACOG) Annual Meeting	Educational grant request for Creative Educational Concepts (CEC) to develop and deliver an ACCME-accredited symposium to be presented at the 2021 American College of Obstetricians and Gynecologists (ACOG) Annual Meeting. The conference is being held virtually April 30 – May 2, 2021. The symposium, tentatively titled, “ <i>Overcoming Iron Deficiency in Women’s Health: The Paradigm-Changing Impact of Intravenous Iron Therapies</i> ,” will be held during a time to be determined once the grant is approved. To expand the reach of this educational activity beyond the live virtual symposium, we have also included an option for 7 live, regional multimodal meetings across the U.S. conducted at the ACOG District Meetings during the summer/fall of 2021. A detailed budget for a lesser number of District meetings can be provided upon request. An optional enduring component hosted on CEConcepts.com has also been included in the budgets. This timely, adaptive, and dynamic educational activity is targeted to obstetricians, gynecologists, and other women’s health professionals attending the 2021 American College of Obstetricians and Gynecologists (ACOG) Annual Meeting and District Meetings. Activity attendees will be given the opportunity to interact with world-renowned expert faculty across all clinically relevant aspects of iron deficiency (ID) management in women’s health. The session will begin with a thorough review of the pathophysiologic underpinnings of ID in various women’s health conditions, with particular emphasis on the role of hepcidin in hyper inflammatory states (such as DUB, pregnancy, PPH, fibroid uterus, etc.) and the subsequent implications on iron supplementation approaches. The robust prognostic implications and outcomes manifestations of ID on the female patient, including functional capacity, quality of life, and perioperative morbidity and mortality will also be reviewed in detail as a means of providing a foundational knowledge base. In the remainder of the educational session, activity attendees will appraise existing and emerging clinical trial data of IV iron therapies for ID in women’s health, and then provide an interactive case-based opportunity for attendees to apply the information they have learned into real-world clinical scenarios. Lastly, attendees will get to pilot our evidence-based diagnosis, evaluation, and treatment algorithms as educational resources and clinical tools for effectively managing ID in women’s health clinical care, all with the concerted purpose of equipping busy OB/GYNs with the resources and knowledge they need to optimize outcomes for their patients.	\$ 97,950
Creative Educational Concepts (CEC)	Meeting Complexity with Collaboration: Inter-professional Perspectives on Diagnosing and Managing iron Deficiency in Heart Failure	This series will be targeted to physician specialists – Cardiologists, primary care physicians, the multidisciplinary heart failure care team (nephrology, endocrinology, emergency medicine, surgery/transplant, etc.), and the inter-professional team of nurses, nurse practitioners, pharmacists, and physician assistants who support them. We anticipate the content development for this series would start in spring 2021 with the series launching in April 2021 and running through April 2022. Creative Educational Concepts, Inc. (CEC) will provide 1 hour of <i>AMA PRA Category 1 Credit™</i> , 1.0 ACPE contact hour (0.10 CEUs), and 1.0 ANCC contact hour to clinicians participating in this Grand Rounds series. To expand the reach of this educational activity beyond the Grand Rounds activities, we have also included an option for an online enduring activity to be hosted on myCME.com. This timely, adaptive, and dynamic educational activity is targeted to cardiologists, primary care physicians, the multidisciplinary physician heart failure care team (nephrologists, endocrinologists, emergency medicine, surgery/transplant, etc.), and the inter-professional team of nurses, nurse practitioners, pharmacists, and physician assistants who support them. clinically relevant aspects of iron deficiency (ID) management in the setting of comorbid heart failure (HF).	\$ 89,200

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Pharmacy Times	Evolving Evidence-Based Treatment Guidelines for Iron Deficiency Anemia in Inflammatory Bowel Disease and Considerations in Managed Care	Pharmacy Times Continuing Education (PTCE) appreciates the opportunity to submit this grant request for the ACPE-certified activity titled “ <i>Evolving Evidence-Based Treatment Guidelines for Iron Deficiency Anemia in Inflammatory Bowel Disease and Considerations in Managed Care.</i> ” This multidisciplinary activity will target healthcare professionals working in managed care and will be accredited for physicians, nurses, and pharmacists. The identified gaps indicate a need to educate managed care professionals in the newest advances in safety and efficacy in the IV iron space. Professional education will improve the competency of managed care practitioners to help reduce the burden of disease on the IBD patient suffering the poor quality of life issues associated with iron deficiency while reducing the impact on healthcare resource utilization. Application of knowledge will facilitate identifying appropriate patients for IV iron and ensuring they receive appropriate, evidence-based treatment. PTCE is proposing a print initiative to reach a wide audience of managed care ,payor, physician, nurse, pharmacy director, pharmacy benefit managers and any other pharmacist and/or healthcare professionals interested in optimizing the management of ID and IDA in IBD to improve the care and quality of life for patients.	\$ 130,175
Creative Education Concepts	2021 Academy of Managed Care Pharmacy Nexus Meeting	This timely, adaptive, and dynamic educational activity is targeted to managed care professionals, physicians, and specialty pharmacists attending the 2021 Academy of Managed Care Pharmacy (AMCP) Nexus meeting. Activity attendees will be given the opportunity to interact with world-renowned expert faculty across all clinically relevant aspects of iron deficiency anemia (IDA) management in chronic kidney disease (CKD). The session will begin with a thorough review of iron metabolism and absorption principles, including the practical distinctions between absolute and functional iron deficiency, and the impact of that distinction on treatment. An exhaustive appraisal of the multifactorial etiologies and foundational pathophysiology of anemia in CKD will follow, with a central emphasis on the role of hepcidin in a hyperinflammatory disease state like CKD and how that process should lead to preferential use of intravenous (IV) iron versus oral iron modalities in these patients. Completed, ongoing, and planned clinical trials of IV iron for IDA management, both specific to CKD and in the general populace, will be examined, and newer formulations with nanoparticle drug design will be highlighted, especially their substantively improved safety profile over the older high-molecular weight (HMW) dextran products. Finally, using real-world patient cases, expert key insights on how and why IV iron possesses the capacity to revolutionize treatment of IDA in CKD, the importance of nanomedicine design, budgetary impact analyses (BIA) of IV iron products, with an emphasis on ESA dose reduction and avoidance of transfusions, natural history of IV iron agents to-date and the critical distinguishing factors among currently-approved agents, and lastly, the provision of evidence-based algorithms for optimal diagnosis, evaluation, and safe, cost-efficient treatment of IDA in CKD.	\$ 160,380