

## 2021 CONTINUING MEDICAL EDUCATION GRANTS

Name of Recipient	Program Name	Program Description	Amount
Creative Education Concepts (CEC)	ASH Annual Meeting Atlanta, GA December 10, 2021	<p>Grant in Support of Functional Iron Deficiency in Oncology: The Foundational Etiology and Pathophysiology of Cancer-Related Anemia. Discuss the basic principles of iron metabolism and absorption, including the practical and pivotal distinctions between functional and absolute iron deficiency, with a focus on how these principles apply to treatment of patients with cancer. Understand the multifactorial etiologies and complex pathophysiology of iron deficiency anemia (IDA) in cancer, with an emphasis on functional IDA (FIDA), and evaluate the role of inflammation and hepcidin on iron supplementation strategies. Recognize the prevalence and robust clinical gravity of cancer-related anemia (CRA), including the deleterious impact on patient-reported quality-of-life metrics.</p> <p>Mapping a New Landscape in Cancer-Related Anemia: Innovative Therapeutic Approaches with Intravenous Iron Products. Review the essential utility of serum ferritin and transferrin saturation (TSAT) as diagnostic laboratory indices, alongside hemoglobin, for IDA in cancer, and implement the “diagnose, treat-to-target, and rapid reassessment cycle” into practice. Appraise completed, ongoing, and planned clinical trials of IV iron therapies for CRA and chemotherapy-induced anemia (CIA), and identify how the innovative nanoparticle design of next generation IV iron products dramatically improves upon the safety profiles of high-molecular weight (HMW) dextran agents, with anaphylaxis rates as low as 0.1%. • Explore what it means to circumvent “functional iron block” using IV iron therapies.</p>	\$ 290,420
Creative Educational Concepts (CEC)	AIBD Annual Meeting	<p>Grant support will be used for development of a timely, adaptive, and dynamic educational activity targeted to gastroenterologists and other key members of the multidisciplinary, inter professional inflammatory bowel disease (IBD) care team of surgeons, physicians, nurse practitioners/nurses, physician assistants, and pharmacists attending the 2021 Advances in Inflammatory Bowel Diseases (AIBD) Annual Conference. 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 IBD. 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 IDA treatment. An appraisal of iron deficiency as a common etiology of anemia in IBD and an exhaustive review of IBD pathophysiology will follow, with a central emphasis on the role of hepcidin in an intrinsically hyper-inflammatory disease state like IBD 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 IBD and in the general populace, will be examined, and newer formulations with nanocolloidal drug design will be highlighted, especially their substantively improved safety profiles over the older high-molecular weight (HMW) dextran products. Finally, an interactive roundtable discussion will offer attendees direct access to the world’s foremost IBD experts and their thoughts on how and why IV iron possesses the capacity to revolutionize treatment of IDA in IBD, the importance of nanomedicine, the natural history of IV iron 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, effective treatment of IDA in IBD, all in a concerted effort to improve patient reported quality of life and clinical outcomes in this complex and highly-morbid disease spectrum.</p>	\$ 263,990

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Pharmacy Times	IDA in Oncology Patients and the Pharmacist's Role	The accredited activity will be a 12 to 14-page digital article endured on PharmacyTimes.org and printed in Directions in Oncology Pharmacy (DIOP) and Directions in Heath-System Pharmacy. Directions in Oncology Pharmacy is distributed to over 38,000 pharmacy professionals, including directors of pharmacy, clinical pharmacists, specialty pharmacists, infusion pharmacists, and staff pharmacists. The Directions in Health-System Pharmacy is BPA audited and is distributed to 30,000 health system pharmacists working as staff pharmacists, clinical pharmacists, P&T committee members and formulary directors in the health systems setting. The In-book will be converted into an online article and available as an HTML document to the over 166,000 monthly online users (retail, community, health-system, specialty, managed care pharmacists) at pharmacytimes.org for 1 year. Accompanying the digital article will be pharmacist-patient counseling video vignettes aimed at improving pharmacist's knowledge. The videos will be segmented into 3 or 4 clips, each 60-120 seconds. These video vignettes will also be available digitally for 1 year online.	\$ 126,985
Physician Education Resources		Physicians' Education Resource®, LLC (PER) recognizes the unmet need for education focused on recent developments in the pathophysiology, disease assessment, and treatment options for iron deficiency in patients with chronic kidney disease (CKD). In order to meet this need, and as part of PER's commitment to serve the medical community, we are pleased to present this grant request for the continuing medical education (CME/CE)-certified activity "Iron Deficiency in Patients with Chronic Kidney Disease – An Inside Look at Pathogenesis and Evidence-Based Management" a unique online activity designed to take a deeper dive into mechanisms central to CKD pathology leading to ID/IDA, and to summarize the screening/diagnosis strategies and clinical trial result of iron therapy option. The Expert Illustrations and Commentaries is a new format designed to deliver education through a mix of video and visual aids. Expert faculty will lead a didactic lecture regarding current clinical data surrounding the disease, standard approaches to care, and novel approaches to management. At key points in the lecture, an illustration will be available for the learner as the faculty will offer their personal description and commentary on the process that is being described. In this case, the faculty will take a deep dive into the mechanisms of CKD pathology leading to ID/IDA. An animation will be playing in real-time to break these processes down for participants.	\$ 155,925



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Cardio Metabolic Health Congress	Challenges and Advances in the Mgmt. of Iron Deficiency in HF Patients: Moving Beyond Awareness to Improve Quality of Life	In order to enhance the awareness surrounding ID, a Social Media Campaign will be launched for a 3-month period to reach both clinicians and patients. The campaign, #IDinHF, will involve organizations, societies, and associations that have clinician and patient networks with an interest in iron deficiency education and support. The campaign will feature information from the educational activities chosen, delivered to collaborating organizations and their social media networks via engaging infographics, creative visuals, and messages. Social media is an excellent avenue for disseminating information and raising awareness quickly to broad populations. Insights into the success of the #IDinHF campaign will be assessed via qualitative and quantitative measures. In order to extend the reach and educational message—the campaign will be shared in both the professional and patient education platforms of our partners, to reach both clinicians and patients, respectively.	\$ 103,250

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