

GSK US Independent Medical Education (IME) Frequently Asked Questions

General

(1) What is the difference between IME and certified continuing medical education (CME)?

GSK defines independent medical education (IME) as any third-party educational activity for healthcare professionals in which GSK (or any commercial interest) has no control, influence, or involvement. IME can be certified/accredited (CME) or non-certified/non-accredited. If the activity is certified/accredited, it is referred to as certified CME, and continuing education (CME or CE) credits are offered for healthcare professional participation. No CME or CE credits are offered for healthcare professional participation in non-certified/non-accredited activities.

Regardless of whether CME or CE credits are offered for healthcare professional participation, GSK expects that the same high standards apply for all independent educational activities for healthcare professionals. GSK financial support should be appropriately disclosed for all GSK-supported educational activities.

(2) How does the IME grant application process work?

Organizations must first demonstrate that they meet the educational provider eligibility criterion to be eligible to submit grants to GSK. Eligible educational providers may then submit grant proposals in response to the Call for Grant Applications (CGA) posted on our website. Funding decisions will be based on grant review criteria, which are posted in the CGA on our website.

(3) Why does GSK fund IME for healthcare professionals?

GSK's goal is to support high quality educational initiatives with the potential to improve patient health. GSK funds independent education in disease areas that pose medical, social, and economic burden to society and the healthcare system. These areas illustrate the intersection of patient needs, healthcare professional performance gaps, healthcare system quality gaps, and GSK clinical interests.

GSK believes it is critical for healthcare professionals to continue their education and understand advances in the science of disease and in therapeutic area advances in patient care. By funding IME, we help healthcare professionals enhance their knowledge, competence, and performance in the prevention, diagnosis, and treatment of diseases where clinical practice gaps exist. Evidence-based education helps close these gaps, and by supporting independent education as part of our mission, GSK helps people *Do More, Feel Better, and Live Longer*.

Eligible Educational Providers

(4) What makes an educational provider eligible to submit IME grants?

Organizations that are accredited to provide healthcare professional continuing education (ie, CME, CE) by a national accrediting body such as the Accreditation Council for Continuing Medical Education (ACCME), Accreditation Council for

Pharmacy Education (ACPE), American Nurses Credentialing Center (ANCC), or American Association of Nurse Practitioners (AANP) may apply to become eligible educational providers that can submit grants to GSK.

GSK recognizes that collaboration that builds from the expertise of multiple stakeholders, such as academic medical centers, professional medical associations, hospitals, and medical education and communication companies, may be necessary to achieve the most robust and comprehensive needs assessment, educational design, activity implementation, and educational outcomes measurement.

Disease Areas and Funding Availability

(5) Can educational providers submit grant proposals in any disease area or only in response to a CGA?

All grants submitted by eligible providers should be in response to a CGA posted on our website, as this is where we have funding available.

(6) How often will the CGA disease areas of interest change?

GSK periodically reviews and determines disease areas where interests of the patient, the healthcare professional, the healthcare delivery system, and our company converge and will update CGA disease areas accordingly.

(7) Does GSK require multi-support for educational grant proposals? Is there an opportunity to scale up or scale back a grant proposal to meet GSK's budget availability?

GSK realizes that many educational initiatives require substantial funds to execute. GSK encourages providers to seek multi-support to achieve sufficient funding to successfully launch their initiatives. Proposals may be submitted in a format that outlines various educational options based upon funding received.

(8) Do you have an estimate for the number of grants GSK will support?

Grant proposals will be reviewed using criteria detailed in the CGA posted on our website. Available funding levels for each proposal will depend on the quality, scope, and complexity of the educational initiative and its anticipated impact on improving patient health, as well as budget availability.

Grant Evaluation

(9) Can educational providers submit proposals for initiatives that will measure less than Level 3¹ educational outcomes?

GSK understands that all educational initiatives intend to improve patient health. However, GSK's funding priorities will focus on independent educational initiatives designed to measure improvements/changes in healthcare professional knowledge (Level 3¹), competence (Level 4¹), performance (Level 5¹) and patient/community health (Level 6/7¹).

(10) What is an example of educational outcomes and how they are measured?

Grant proposals should have a strategic plan to measure educational outcomes. GSK will not measure the impact of the educational activity. It will be the responsibility of the educational provider to independently assess the

¹Moore DE, et al. *J Contin Educ Health Prof.* 2009;29:1-15.

effectiveness in closing the identified educational or clinical gaps. This progress will be measured by generally accepted educational assessment scales and tools used by education professionals to assess the effectiveness of their activities.

(11) Is GSK interested in funding curriculum-based educational initiatives that achieve objective Level 5¹ and higher educational outcomes? If so, what are some important components of these initiatives?

GSK is interested in funding curriculum-based initiatives that include multiple educational interventions that are delivered in a longitudinal, sequenced manner. Important components of a curriculum-based educational initiative are interactive and innovative educational formats that apply adult learning principles and target audience learning preferences, a focus on performance/quality improvement, and incorporation of an organized and hands-on approach to guide learners through the longitudinal curriculum.

(12) Will GSK support non-accredited independent educational initiatives for healthcare professionals?

GSK has predominantly focused its grant funding on accredited/certified independent educational initiatives. Eligible educational providers must be accredited by a national accrediting body such as the Accreditation Council for Continuing Medical Education (ACCME), Accreditation Council for Pharmacy Education (ACPE), American Nurses Credentialing Center (ANCC), or American Association of Nurse Practitioners (AANP). Regardless of whether CME or CE credits are offered for healthcare professional participation, GSK expects that the same high standards apply for all independent educational activities for healthcare professionals.

(13) Can GSK grant funds be used to support food, beverage, meals, travel, or accommodation costs for attendees?

No. As stated in our Call for Grant Applications and Letter of Agreement, no GSK funds provided by a grant may be used to defray or pay any costs for food, beverage, meals, travel, or accommodations for Program attendees.

¹Moore DE, et al. *J Contin Educ Health Prof.* 2009;29:1-15.