GSK US Independent Medical Education
**GSK Definition of Third-Party Education for HCPs**

- **Third-party educational activities for HCPs** include any scientific, educational, or professional program, meeting, or event for HCPs conducted by a third party and supported by GSK, including but not limited to, continuing medical education (CME), disease awareness, or sponsorship of symposia at medical conferences.

- **Third-party education for HCPs** can be independent and non-independent.

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**Third-Party Education for HCPs**

- **Independent**
  - (eg, IME, CPD)
  - Certified/Accredited* (eg, CME, CE)
  - Non-Certified/Accredited

- **Non-Independent**
  - (eg, GSK-led programs)
  - Product-Based
  - Disease Awareness

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*CME/CE credits for HCPs only

HCP, healthcare professional
IME, independent medical education
CPD, continuing professional development
CME, continuing medical education
CE, continuing education
GSK Definition of IME for HCPs

• Independent Medical Education (IME) for HCPs
  – Third-party educational activities for HCPs in which GSK (or any commercial interest) has no control, influence, or involvement
  – GSK financial support should be appropriately disclosed
  – Can be certified/accredited or non-certified/non-accredited

• Certified IME (CME)
  – Controlled by nationally accredited provider
  – Must follow ACCME or other national accrediting body standards for commercial support and accreditation standards/criteria
  – Offers continuing education (CME/CE) credits for HCPs

• Non-Certified IME
  – GSK expects the same standards to apply as for certified IME
  – Does not offer continuing education (CME/CE) credits for HCPs
GSK Independent Medical Education

• Identify and fund innovative, high-quality independent educational initiatives that are designed to **close HCP knowledge, competence, and/or performance gaps** and **improve patient health**

• Enable HCPs to increase their clinical knowledge and skills in preventing, diagnosing, treating, and monitoring disease, which will enable patients to **Do More, Feel Better, and Live Longer**

• Increase collaboration among medical and academic organizations, educational providers, accrediting bodies, quality improvement organizations, and industry
Grant Requestor Criteria

Eligible educational providers must **meet the below criterion**:

- Accredited to provide HCP 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).
7 Levels of Educational Outcomes

Degree to which:

Health status of a **community** of patients changes due to changes in practice behavior of participants

Health status of **patients** improves due to changes in practice behavior of participants

Participants do what the activity intended them to be able to do in their practices

Participants show in an educational setting how to do what the activity intended them to be able to do

Participants state what/how to do what the activity intended them to know/know how to do

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Grant Process Overview

• GSK posts Call for Grant Applications (CGA) that identify disease areas of interest and criteria used to review grants
  – www.partnersinknowledge.com/GSKCenterforMedicalEducation/index.html

• Eligible providers will be permitted to submit grant proposals through our Grant Management System in response to specific CGA
  – GSK will review grants submitted in response to specific CGA
  – Funding is not guaranteed
  – Provider should not serve as a pass-through

• An electronic Letter of Agreement (LOA) must be executed for approved proposals
  – Work on any project should not begin until LOA is signed and executed
Grant Review Criteria

• www.partnersinknowledge.com/GSKCenterforMedicalEducation/imeGrantReview/index.html

• Click on “Call for Grant Applications” hyperlink

• Grant Review Criteria (5 major areas)
  – Compliance
  – Disease Area Alignment
  – Needs Assessment/Gaps
  – Learning Objectives/Educational Design
  – Educational Outcomes
GSK Transparency

• GSK has a commitment to transparency and
  – Posts educational provider criteria on
    www.partnersinknowledge.com/GSKCenterforMedicalEducation/index.html
  – Posts Call for Grant Applications (with disease areas of interest and
    grant review criteria) on
    www.partnersinknowledge.com/GSKCenterforMedicalEducation/index.html
  – Posts provider, grant title, and GSK payment amount on
    http://fortherecord.payments.us.gsk.com/hcppayments/grants.html

• GSK will not fund grant proposals from providers that do not
  commit to these transparency efforts