

**2019 CONTINUING MEDICAL EDUCATION GRANTS**

Name of Recipient	Program Name	Program Description	Amount
University of Cincinnati College of Medicine	Recognizing and Treating Iron Deficiency in Patients with Heart Failure: Achieving Better Outcomes and Quality of Life	Iron deficiency in patients with heart failure occurs frequently but is often overlooked, and is increasingly being recognized as an important comorbidity as an independent predictor of poorer clinical outcomes even in the absence of anemia. Many healthcare professionals are not appropriately screening, diagnosing, and treating iron deficiency in HF patients and may be reluctant to prescribe intravenous iron therapies despite their demonstrated efficacy and safety. To ensure that clinicians are providing optimal care to patients with heart failure, we propose the development of a novel, interactive, infographic-based educational platform, in which an expert in heart failure will guide learners through the recognition and management of iron deficiency in patients with heart failure.	\$125,00
Medscape, LLC	Exploring Iron Deficiency Anemia in Special Populations	<p>A Clinical Anthology features 3 interrelated aspects of a condition or topic that may be presented as a text-based multi-article activity by 3 separate experts. As such, this format is particularly ideal to explore expert perspectives on a complex topic. The Clinical Anthology offers the opportunity to showcase different “editorial” voices through single or multiple text-based formats within 1 activity. All articles launch simultaneously with a single set of learning objectives. A video segment will be included as one of the articles.</p> <p>Proposed Content</p> <p>Interview 1 (Video segment):</p> <ul style="list-style-type: none"> <li>• Incidence of IDA</li> <li>• Treatment options in patients who fail oral therapy</li> <li>• Clinical profile of IV iron</li> </ul> <p>Interview 2:</p> <ul style="list-style-type: none"> <li>• Special population in women’s health- postpartum</li> <li>• Team-based care</li> <li>• Incidence, mechanism, special considerations, treatment options</li> </ul> <p>Interview 3:</p> <ul style="list-style-type: none"> <li>• Special population in women’s health- Heavy menstrual bleeding and abnormal bleeding</li> <li>• Team-based care</li> <li>• Incidence, mechanism, special considerations, treatment options</li> </ul>	\$227,596

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Penn Medicine	11 <sup>th</sup> Penn Inflammatory Bowel Disease Symposium Update and Future Directions	The 11th Penn Inflammatory Bowel Disease Symposium will highlight the advances in diagnosis and treatment of IBD. The program will include lectures by nationally and internationally recognized experts which will be followed by interactive panel discussions. A wide array of topics will be discussed including the pathophysiology of IBD, pharmacologic therapies and surgical interventions. Participants will receive a comprehensive overview of the latest available research and clinical information on evaluation and management of patients with IBD. This activity has been designed for gastroenterologists, gastrointestinal surgeons, GI fellows and residents, physician assistants, clinical nurse specialists, radiologists, pathologists, nutritionists and other health care professionals.	\$15,000
Pharmacy Times Continuing Education	The Impact and Management of Iron-Deficiency Anemia in Women's Health	Pharmacy Times Continuing Education proposes an accredited initiative entitled "The Impact and Management of Iron-Deficiency Anemia in Women's Health." The educational activity will be a 12-14 Page peer-reviewed in-book printed in Pharmacy Times in June 2019. This publication is distributed to 173,000 subscribers, which are all retail, community, and independent pharmacists. The in-book will be available as a digital article, available to over 166,000 monthly online users (retail, community, health-system, specialty, managed care pharmacists) at <a href="http://www.pharmacytimes.org">www.pharmacytimes.org</a> for up to 1 year. The identified gaps indicate a need to educate pharmacists on the prevalence and impact of iron-deficiency anemia in women's health. Iron deficiency and iron deficiency anemia are highly prevalent among women throughout their lives. Women are particularly vulnerable to iron deficiency/iron deficiency anemia, including those with heavy menstrual bleeding and pregnant/postpartum women. Despite the high prevalence of iron deficiency/iron deficiency anemia in women, the condition is still underdiagnosed and therefore undertreated, with serious clinical consequences. Pharmacists have a role critical role in the management of iron deficiency and iron deficiency anemia by screening and providing education to patients about their risk of anemia and treatment options.	<b>\$85,785</b>

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Post Graduate Institute for Medicine	Advances in Iron Repletion Therapy Addressing the Burden Of Iron Deficiency in Patients with Heart Failure to Improve Outcomes and Quality Of Life	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 exercise intolerance (Mordi 2018). At least half of all patients with HF have comorbid ID regardless of age, sex, race, anemia, and left ventricular ejection fraction; yet, the condition is under-recognized and untreated in most patients (Lam 2018; Von Haehling 2015). 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 EFFECTHF- showed statistically significantly beneficial effects of ferric carboxymaltose versus placebo or standard of care, on symptoms, functional capacity and oxygen consumption (Anker 2009; Ponikowski 2014; van Veldhuisen 2017). New studies- AFFIRM-AHF, FAIR-HF2 and HEART-FID- have been initiated to evaluate the effects of ferric carboxymaltose on morbidity and mortality outcomes (Mordi 2018).	\$181,370
GHAAP	Gastroenterology and Hepatology for Advanced Practice Providers (GHAPP) A 2019 Educational Initiative	<p>The Chronic Liver Disease Foundation (CLDF) and Gi Health Foundation (GiHF) recognize the important role nurse practitioners and physician assistants, herein referred to as advanced practice providers (APPs), play in the health care and management of patients with chronic liver disease (CLD) and gastrointestinal (GI) disorders, including, but not limited to, nonalcoholic fatty liver disease (NAFLD), nonalcoholic steatohepatitis (NASH), hepatitis B (HBV), hepatitis C (HCV), the complications of cirrhosis, gastroparesis, inflammatory bowel disease (IBD), irritable bowel syndrome (IBS), and iron deficiency anemia (IDA). With an aging U.S. population and the growing shortage of physicians, APPs are becoming more important in today's health care environment.</p> <p>In response, the joint-providership of the Annenberg Center for Health Sciences at Eisenhower (the Annenberg Center), CLDF and GiHF is excited to propose the 2019 Gastroenterology and Hepatology Advanced Practice Providers (GHAPP) educational initiative. Educational content will be tailored specifically, for APPs and feature scientific information on emerging developments in the multidisciplinary treatment of patients with GI disorders and CLD. The educational initiative will feature the 2nd Annual GHAPP National Conference, a regional conference series, an on-demand presentation series and the educational resources on GHAPP's portal. The initiative's total targeted reach is 2,300 APPs.</p>	\$100,000

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CEC	Creative Educational Concepts	<p>Iron deficiency anemia is a prevalent condition with far-reaching consequences. Fortunately, recent revisions to treatment targets and a recommendation for novel approaches are helping shift and solidify the treatment and management paradigm in iron-deficiency anemia (IDA). As frontline clinicians with expertise across a multiplicity of women's health conditions, obstetricians and gynecologists are optimally placed within the healthcare team to ensure the provision of safe, effective, and evidence-based treatment approaches for female patients with IDA. Hence, the goal of this educational initiative is to equip obstetricians, gynecologists, and other women's health professionals with the latest published and emerging data related to prevalence, risk factors, and therapeutic strategies for IDA, with an emphasis on IV iron supplementation modalities, in an effort to improve outcomes for their patients. This important educational curriculum includes a live, one hour presentations at individual ACOG District Meetings held throughout the United States in the Fall of 2019.</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 7 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 offered during meal times. Planning for this series will occur immediately upon grant approval with a targeted roll-out beginning August 2019.</p> <p><b>CEC Experience with Live Multimodal Meetings</b> CEC has over ten years of proven success and expertise in coordination of speakers and content for multimodal, community-based meetings. These meetings are an excellent way to reach those clinicians that are truly “in the trenches” of patient care and allows for a greater number of patients impacted by education.</p>	\$212,000