

**2020 CONTINUING MEDICAL EDUCATION GRANTS**

Name of Recipient	Program Name	Program Description	Amount
Society for the Advancement Of Blood Management	Iron Corner Phase 3 Expansion	<p><b>Concept:</b> Convene a national advisory panel of iron-deficiency anemia (IDA) experts to guide the expansion of non-branded learning content on The Iron Corner—SABM’s Online Information Center for Iron Deficiency Anemia.</p> <p><b>Objective:</b> Conduct a clinical review and update of the website, add management content and a treatment algorithm for peri-operative anemia developed by the IDA in Cardiac Surgery Advisory Panel and Manuscript Project; produce 3-one minute whiteboard or 2D graphics animation videos that promote IDA awareness and treatment to patients; and through membership, newsletter and social media channels, using this update and new content to increase internet traffic to the site.</p>	\$ 30,000
Creative Educational Concepts (CEC)	ACOG Annual Meeting and ACOG District Meetings	<p>The grant request is to support a live symposium at the ACOG Annual meeting in April 2020, and 3 ACOG District Meetings held throughout the United States in the Fall of 2020.</p> <p><b>ACOG Annual Meeting</b> The American College of Obstetricians and Gynecologists (ACOG) is a membership organization dedicated to the advancement of women’s health care and the professional and socioeconomic interests of its members through continuing medical education, practice, research, and advocacy. ACOG clinical content is the indispensable decision support resource for women's healthcare providers reliable and relevant, grounded in scientific evidence, and developed through a rigorous and inclusive process. In this meeting, more than 200 exhibiting companies and around 16,000 attendees from across the world are expected to attend this event. The Conference dates are April 24 - 27, 2020 in Seattle, Washington. To expand the reach of this educational activity beyond the live symposium, 3 live regional multi-modal-meetings (NY, FL, and TX) conducted at American College of Obstetricians and Gynecologists (ACOG) District Meetings during the fall of 2020.</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 3 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 conducted during mealtimes. Planning for this series will occur immediately upon grant approval with a targeted rollout beginning August 2020.</p>	\$ 342,260

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<p>Pharmacy Times Continuing Education</p>	<p>12 -14 page Peer Reviewed In-Book printed In Pharmacy Times Directors in Health System Pharmacy</p>	<p>This activity will be a 12-14-page peer-reviewed In-book printed in Pharmacy Times' Directions in Health-System Pharmacy. The Directions in Health-System Pharmacy is BPA audited and are distributed to 30,000 health system pharmacists working as staff pharmacists, clinical pharmacists, P&amp;T committee members and formulary directors in the health systems setting. The In-book will be converted into an online PDF and available as an HTML document to the over 166,000 monthly online users (retail, community, health-system, specialty, managed care pharmacists) at <a href="http://pharmacytimes.org">pharmacytimes.org</a> for 1 year.</p> <p><b>How will American Regent be recognized for support:</b> The grant supporter(s) are recognized on the landing page of the activity, prior to the participant initiating and review of content. Recognition language will state: "This activity has been supported through an education grant from XYZ (specific to each company's policy on how they are to be recognized).</p> <p><b>Describe how this program fits within American Regent Guidelines on CE sponsorship:</b> The identified gaps indicate a need to educate pharmacists about anemia in heart failure, risks and benefits of various therapies, and strategies to enhance their role in the transitions of care for these patients. Pharmacists need to stay educated on changes in healthcare and their role in the shifting treatment paradigm. The identified gaps indicate the need to train pharmacists regarding current treatment strategies and recommended management of anemia in heart failure. Continuing professional education will provide information to recognize the challenges associated with patient care and identifying anemia in heart failure. Application of this knowledge will enable pharmacists to effectively differentiate and ensure appropriate use and monitoring of treatment options and will enable them to educate patients to help improve outcomes.</p> <p><b>Additional Comments/Information:</b> Pharmacy Times Continuing Education is an ACPE (Accreditation Council for Pharmacy Education) accredited provider of continuing education lessons to pharmacists. The in-book will be accredited for 2 credits of CE. The activity will also be endured online at <a href="http://pharmacytimes.org">pharmacytimes.org</a> and will remain active for 1 year.</p>	<p>\$ 77,625</p>
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