

## Independent Medical Education (IME) Activity Budget

Live and Enduring Activity - Estimated Costs						
This form is meant to be used for activities that include both live and enduring components. Live CME/CE activities are defined as any activity which incorporates the opportunity for live real-time learner interaction such as live meetings, e-learning and live non-enduring web-casts/webinars. CME/CE enduring materials are defined as printed, recorded, or computer-assisted instructional materials that may be used over time and which constitute a planned activity of continuing medical education. Examples of such materials for independent learning by physicians and other health care professionals include: programmed texts, audio tapes/podcasts, CD ROM's, videotapes, Internet CME/CE, and other computer-assisted instructional materials which are used alone or in combination with written materials.						
<b>Income</b>						
Total Budgeted Amount						496,640
Registration Fees						NA
Other Supporter Funding						NA
Other Income (describe)	NA: Broad program with multiple components offered to Pfizer for sole support, may be supported in full or in part, in which case, the scope would be changed and selected activities eliminated.					
Total Amount Requested from Supporter						\$496,640.00
<b>TOTAL INCOME</b>						
SECTION I: MANAGEMENT EXPENSES						
Even if requesting partial funding, please include total budgets for each line item below. Post Activity Reconciliations should also reflect totals for each line item.						
Management Expenses are defined as costs incurred by the provider and its staff in the planning, development, and implementation of an activity.	Hourly Rate (Cost per hour and number of hours are optional fields; supporters may determine whether this information would be of value.)					
		Total Hours	Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs	Description of Expense	Comments
<b>Program Development</b>					Costs associated with the strategic development or production of educational/creative content of an educational intervention including: • Gap Analysis/Needs Assessment • Development of clinical/ program content • Development of program objectives with research/opinion leader consultation	
Live	\$ 150.00	70	\$ 10,500.00	\$ -	same satellite program executed twice-audiences not duplicated	
Enduring	\$ 150.00	120	\$ 18,000.00	\$ -	one print + online posting enduring from satellite	
<b>Sub-Total</b>	<b>\$ 300.00</b>	<b>190</b>	<b>\$ 28,500.00</b>	<b>\$ -</b>		
<b>Program Materials/Media Development</b>					Live: Design and development of print/electronic materials related to scientific content for attendees: (e.g. program slides, syllabus, CD ROM, USB drive, workbooks, speaker notes, virtual/web conference). Enduring: Design and development of print/electronic materials related to scientific content (e.g. program slides, syllabus, CD ROM, USB drive, website, web-based activity, podcast, virtual/web conference). Layout and design of monograph/print/journal, etc.	
Live	\$ 150.00	80	\$ 12,000.00	\$ -	Slide review and editing for satellite symposium	
Enduring	\$ 150.00	140	\$ 21,000.00	\$ -	graphic design and layout of supplement; including 3 different versions for each publication	
<b>Sub-Total</b>	<b>\$ 300.00</b>	<b>220</b>	<b>\$ 33,000.00</b>	<b>\$ -</b>		
<b>Medical Writing and Scientific Review</b>					Costs associated with medical/scientific expertise utilized in the development of educational content including but not limited to: medical and scientific review, scientific validation, copy writing, copy editing, periodic content updates, requesting/securing licenses and permissions.	
Live	\$ 150.00	50	\$ 7,500.00	\$ -	medical direction, writing and editing for satellite symposia	
Enduring	\$ 150.00	200	\$ 30,000.00	\$ -	Medical writing and editorial for 16-page supplements, case/branched narrative	
<b>Sub-Total</b>	<b>\$ 300.00</b>	<b>250</b>	<b>\$ 37,500.00</b>	<b>\$ -</b>		
<b>Speaker/Faculty Management</b>					Recruitment and management of speakers/faculty as related to the educational development and execution (e.g. speaker recruitment, negotiation of speaker fees, coordination of speaker/faculty participation and execution of speaker training)	
Live	\$ 150.00	25	\$ 3,750.00	\$ -	reduced due to satellite at global academy conference	
Enduring	\$ 150.00	45	\$ 6,750.00	\$ -		
<b>Sub-Total</b>	<b>\$ 300.00</b>	<b>70</b>	<b>\$ 10,500.00</b>	<b>\$ -</b>		

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<b>Audience Generation</b>						Design, development and implementation of multiple audience generation tactics to drive awareness. Tactics may include: multiple waves of electronic/print invitations, purchasing of distribution lists from the AMA and other professional societies, reminder phone calls, brochures, BRC/postcards, door drops, and electronic/social networking. Graphic design for print pieces as well as internet charges may be included <del>specific to driving electronic traffic to an invitation</del>
Live			\$ -	\$ -		audience generation included in satellite slot fee
Enduring	\$ 0.10	50000	\$ 5,000.00	\$ -		audience generation; deep discount; more than 100,000 emails/awareness will be sent; minimal fees charged due to scope of
<b>Sub-Total</b>	<b>\$ 0.10</b>	<b>50000</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>		
<b>Logistics Management</b>						Pre-event activity planning and coordination. Development and management of welcome kits, itineraries, agendas, and badges; catering; site visits; secure/plan AV; meeting signage.
Live	\$ 150.00	30	\$ 4,500.00	\$ -		satellite proposed at Global academy/SDEF meeting. limited logistics required.
Enduring	\$ -	0	\$ -	\$ -		
<b>Sub-Total</b>	<b>\$ 150.00</b>	<b>30</b>	<b>\$ 4,500.00</b>	<b>\$ -</b>		
On Site Management	\$ 150.00	25	\$ 3,750.00	\$ -		On site planning and coordination including: management of A/V, set up and coordination, labor/support during satellites (i.e. attendee registration)
<b>Total Management Fees</b>	<b>\$ 1,350.10</b>	<b>50,760</b>	<b>\$ 122,750.00</b>	<b>\$ -</b>		

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SECTION II: DIRECT PROGRAM EXPENSES						
Direct Program Expenses are defined as costs specifically incurred in the provision of an educational activity. These are also sometimes called "pass through expenses". These expenses represent costs the provider must pay to others for the implementation and production of the activity. Note that these costs should be modest and appropriate for the location and activity.	Cost Per Unit(s) (Cost per unit and number of units are optional fields; supporters may determine if this information would be of value.)	Total # of Units	Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs	Description of Expense	Comments
<b>Logistics - Live</b>						
Venue		1	\$ 18,000.00	\$ -	educational measures ipad ARRAY system	
Other Meeting Room - describe				\$ -		
Audio Visual Support			\$ -	\$ -		
Attendee Breakfast	\$ -	0	\$ -	\$ -		
Attendee Lunch	\$ -	0	\$ -	\$ -		
Attendee Dinner	\$ -	0	\$ -	\$ -		
Attendee Break	\$ -	0	\$ -	\$ -		
<b>Logistics - Enduring</b>						
Venue (includes rental, coordination, setup and staging)	\$ -	0	\$ -	\$ -	Room rental and associated administrative charges; room set-up charges; table, chair and linen rental (includes rental, coordination, setup and staging).	
Audio Visual Support (Includes equipment and staff)	\$ 150.00	100	\$ 15,000.00	\$ -	for enduring filming	
<b>Audience Generation Materials - Live</b>						
Invitations, BRC/postcards, Hotel Door Drop Cards	\$ 2.25	500	\$ 1,125.00	\$ -	satellite postcard to be included in LVD conference bags; Includes printing	
Advertising			\$ -	\$ -	audience generation for satellite covered by slot fee	
Mailing Lists	\$ -	0	\$ -	\$ -		
<b>Audience Generation Materials - Enduring</b>						
Invitations, BRC/postcards, Hotel Door Drop Cards	\$ -	0		\$ -	Includes printing, postage, and shipping costs.	
Electronic Distribution	\$ 3,000.00	2	\$ 6,000.00	\$ -	Examples include social networking strategies, email blasts, etc	email blasts; multiple for each event
Mailing Lists				\$ -		
<b>Program Materials- Live</b>						
Program Materials	\$ 25.00	150	\$ 3,750.00	\$ -	includes folder and handouts (b/w slides duplicated plus syllabus); also includes signage for satellite	
Onsite Material Shipping			\$ -	\$ -		
<b>Enduring Materials</b>						
Slide Kit	\$ 150.00	110	\$ 16,500.00	\$ -	slide/content development with faculty for video modules/panel discussions	
CD-ROM/DVD	\$ 35,000.00	2	\$ 70,000.00	\$ -	Decision Sim license for two modules (cases)	
Monograph/Journal/Newsletter (Including Publication Fees)	\$ 1.00	88800	\$ 88,800.00	\$ -	1 supplement plus 3 other versions	include prepress, printing, polybagging of 16-page, 4color supplements
USB Drive				\$ -		
Website Development	\$ 150.00	70	\$ 10,500.00	\$ -	landing pages/html pages for program	
Webcast Hosting and Maintenance	\$ 12.00	500	\$ 6,000.00	\$ -	for entire program; only one charge based on volume	discounted rate
Enduring Material Postage and Shipping	\$ 0.05	2300	\$ 115.00	\$ -	periodical postage for Seminars version	
<b>Accreditation Fees</b>						
Credit Certificate Fees	\$ 3,000.00	4	\$ 12,000.00	\$ -	Printing/ mailing costs associated with preparation and distribution of CME/CE certificates	Includes Certificate fee for one Satellite (1x\$3000) symposia plus 2 online activities + 1 supplement. (3x\$3000)
Accreditation Fees	\$ 9,000.00	4	\$ 36,000.00	\$ -	Accredited provider's expenses for managing programs in accordance with regulations of the applicable accrediting body, including faculty disclosure management, program material review, preparation and maintenance of required records.	Includes Accreditation fee for Two Satellite symposia and 2 online programs plus enduring; includes independent CME reviewer fee for all programs

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Association Fees	\$ 45,000.00	1	\$ 45,000.00	\$ -	Medical/Professional association hosting fees for educational intervention to be held during meeting/conference (i.e. satellite symposium)	\$45,000 for Las Vegas Derm Satellite slot; pricing includes AV, room rental, ARS, audience generation;
<b>Staff Transportation and Lodging - Live</b>					Expenses related to travel/lodging of staff during the course of the educational intervention.	
Staff Travel	\$ 600.00	2	\$ 1,200.00	\$ -	average coach airfare	additional staff needed for satellites; other staff will already be onsite for LVD and WPD
Staff Ground Transportation	\$ 250.00	2	\$ 500.00	\$ -	ground transfers to and from home airport and to and from hotel	
Staff Lodging	\$ 250.00	4	\$ 1,000.00	\$ -	standard room rate plus tax	
Staff meals			\$ -	\$ -		
On-Site Temp Staffing	\$ -	0	\$ -	\$ -		
<b>Staff Transportation and Lodging - Enduring</b>					Expenses related to travel/lodging of staff during the course of the educational intervention.	
Staff Travel	\$ -	0	\$ -	\$ -		
Staff Ground Transportation	\$ -	0	\$ -	\$ -		
Staff Meals	\$ -	0	\$ -	\$ -		
Staff Lodging	\$ -	0	\$ -	\$ -		
<b>Faculty - Live</b>					Expenses related to travel/lodging of event faculty during the course of the educational intervention. Honoraria costs for faculty/moderators/chairs.	
Speaker Travel	\$ 600.00	2	\$ 1,200.00	\$ -	average coach airfare; 2 faculty (Assume minimal # of Airline tickets required; will possibly use a speaker from LVD )	
Speaker Ground Transportation	\$ 250.00	2	\$ 500.00	\$ -	ground transfers to and from home airport and to and from hotel	
Speaker Lodging	\$ 250.00	4	\$ 1,000.00	\$ -	Assume minimal # of Hotel rooms required; standard room rate plus tax	
Program Chair Honoraria	\$ 2,000.00	2	\$ 4,000.00	\$ -		
Speaker/Author/Editor Honoraria			\$ -	\$ -		
Speaker Training/Content Development Travel/Lodging Costs			\$ -	\$ -		
<b>Faculty- Enduring</b>					Expenses related to travel/lodging of event faculty during the course of the educational intervention. Honoraria costs for faculty/moderators/chairs.	
Speaker Travel			\$ -	\$ -		
Speaker Ground Transportation			\$ -	\$ -		
Speaker Lodging			\$ -	\$ -		
Program Chair Honoraria	\$ 2,500.00	3	\$ 7,500.00	\$ -	1 chair per enduring	
Speaker/Author/Editor Honoraria	\$ 2,000.00	6	\$ 12,000.00	\$ -	2 faculty per activity (3 activities)	
Speaker Training/Content Development Travel/Lodging Costs	\$ -	0	\$ -	\$ -		
<b>Faculty Meals</b>						
Breakfast	\$ -	\$ -	\$ -	\$ -		
Lunch	\$ -	\$ -	\$ -	\$ -		
Dinner	\$ 100.00	\$ 2.00	\$ 200.00	\$ -	for satellite	
<b>OTHER</b>					Expenses not identified by an existing category.	
References and Permissions			\$ -			
<b>Total Direct Program Expenses</b>			<b>\$ 357,890.00</b>	<b>\$ -</b>		

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SECTION III: CONTINUOUS ASSESSMENT AND EDUCATIONAL EFFECTIVENESS MEASURES						
Continuous Assessment and Educational Effectiveness Measurement expenses are defined as costs associated with outcomes assessment (i.e. management fees, pass through costs). Educational Effectiveness (outcomes): The intent is to review, collate and interpret the effect of formal CME/CE interventions on HCP performance and patient outcomes through utilization of the <u>Macro model</u> .	Cost Per Unit(s) (Cost per unit and number of units are optional fields; supporters may determine if this information would be of value.)	Total # of Units	Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs	Description of Expense	Comments
	Continuous Assessment and Educational Effectiveness Measures - Live	\$ 4,000.00	4	\$ 16,000.00		outcomes for satellites and enduring
Please insert the number that corresponds to the highest level outcome your program intends to achieve - Live	<b>Intended Outcome Level</b>	<b>Achieved Outcome Level</b>				
	5	0			<p>Level 5 or higher: Educational initiatives in this category go beyond assessing HCP knowledge and competence and also are designed to change and assess the ability of the HCP to implement into practice the new knowledge, skills, and strategies learned (performance) and/or to positively affect patient healthcare outcomes (patient/community health) as a result of the CME/CE activity. Examples might include: (a) performance-improvement (PI) CME/CE, (b) hands-on skill workshops, (c) curriculum-based initiatives with follow-up assessment of performance and/or patient outcomes, and (d) educational initiatives with follow-up chart audits, patient surveys, disease screening audits, adherence audits, or medical claims data.</p> <p>Level 3 or 4: These educational initiatives are designed to change and assess HCP knowledge gained as a result of the CME/CE activity (knowledge) and/or the ability of the HCP to practice or apply new knowledge, skills, and strategies in an educational setting (competence). Examples might include: interactive educational initiatives with (a) pre/post tests to assess knowledge/competence, (b) follow-up self-reports on commitment to change behaviors/strategies, and (c) case-based vignettes, simulated environments, virtual patients, or role-playing exercises.</p> <p>Level 2 or lower: These initiatives are educational; however, HCP or patient level outcomes are not assessed. Examples might include: hospital or academic center medical grand rounds, or plenary sessions at a national or regional meeting.</p>	
Continuous Assessment and Educational Effectiveness Measures - Enduring						
Please insert the number that corresponds to the highest level outcome your program intends to achieve - Enduring	<b>Intended Outcome Level</b>	<b>Achieved Outcome Level</b>				
	5	0				
			<b>Total Budgeted Costs</b>	<b>Post Activity Reconciliation: Total Actual Costs</b>		
<b>TOTAL BUDGET</b>			\$ 496,640.00	\$ -		