Request for Proposals

Medical education partner for satellite symposia during the 2021 Crohn’s & Colitis Congress®

Jan. 21-23, 2021
Bellagio
Las Vegas, Nevada
& Virtual

Release Date
July 10, 2020

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Privileged and confidential information

This request for proposals (RFP) contains privileged and confidential information of the American Gastroenterological Association (AGA) and the Crohn’s & Colitis Foundation (the Foundation) that is provided for the sole purpose of allowing the recipient to respond to this RFP. In accepting receipt of this RFP, the recipient agrees to maintain this information in confidence and not to reproduce or otherwise disclose it to any person outside of the recipient employees responding to its contents. These restrictions do not apply to confidential information that: (i) was known to recipient prior to receipt, hereunder as demonstrated in written records; (ii) at the time of disclosure to recipient was generally available to the public through no fault of recipient; (iii) is hereafter made available to recipient from any third party having a right to do so on a nonconfidential basis.

AGA and the Foundation are not obligated to take any course of action as the result of this RFP. AGA and the Foundation are not responsible for any costs incurred by any recipient company or other companies engaged by recipient in its RFP Response Process. AGA and the Foundation reserve the right to modify this RFP at any time and reserve the right to reject any and all responses to this RFP, in whole or in part, at any time.
Educational opportunity

AGA and the Foundation are seeking to partner with third-party medical education companies to develop high-quality, accredited satellite symposia during the 2021 Crohn’s & Colitis Congress® (Congress) taking place Jan. 21 to 23 in Las Vegas, Nevada as well as on a virtual platform.

The Congress will offer three live and four live virtual symposia slots. All symposia will occur during breakfast or lunch times. Satellite symposia slots will be filled on a first-come, first-served basis via an online application. The online application will be available on Sep. 4, 2020. The Congress reserves the right to review all symposia applications for accuracy and appropriateness and to reject topics, formats or materials deemed inappropriate. Proposals submitted to grant offices without going through this RFP process will not be accepted as Congress affiliated programming. Symposia applications can be accessed via the Congress website at https://www.crohnscolitiscongress.org.

Educational need

AGA and the Foundation have established an annual meeting to foster collaboration on patient-centric inflammatory bowel diseases (IBD) care. Approaches to the treatment of IBD remain challenging in the GI community. While new treatment options have emerged over the past few years, many patients are still unable to achieve and retain remission or are simply receiving suboptimal care. AGA and the Foundation are committed to assembling practicing providers and leading investigators to discuss best practices and new approaches to transform care.

There is no known cure for IBD, and management consists of medications and surgery and often requires care from several provider specialists. Educational programs need to emphasize dialogue across the provider community ensuring a patient-centric approach between the medical, surgical, nursing, and psychosocial providers essential to caring for those with Crohn’s disease or ulcerative colitis.
Education at the 2021 Congress will focus on increasing knowledge and engaging an interdisciplinary team of providers and researchers to address:

1. Challenges and new approaches to managing IBD in the COVID-19 era.
2. Treatment failures and the future of IBD treatments.
3. Holistic view of care for IBD.

The topic areas were selected through an analysis by the Congress Organizing Committee based on a public call for topics and have been prioritized to address and increase knowledge within the multi-disciplinary provider community. Information will be presented through lectures, abstract presentations, panel discussions, and multidisciplinary case-based discussions. As in past annual meetings, this approach will ensure the patient-centric focus on IBD care and Congress attendees will be equipped to use these tools in their practice post-Congress.

**Educational areas of interest**

The following areas of interest in IBD have been identified by AGA and the Foundation for symposia consideration:

- Treatment positioning and care for the patient with mild to moderate and moderate to severe IBD as well as considering steroid use.
- Treatment considerations for special populations with IBD, including pediatric patients, women of childbearing age, and geriatrics.
- Safety, efficacy and appropriate use of biologics and biosimilar therapies, including biomarkers and drug monitoring.
- Telemedicine/remote continuing care of IBD patients.
• Dealing with insurance denials, including office strategies, resources for patients, and how to engage in federal and state advocacy.

• Emerging science in the gut environment as treatment, including medical foods and other digestible approaches.

• Approach to pre- and post-operative management of IBD.

• Considerations for mental health/psychosocial care, pain management or both.

• Best practices and successful strategies in shared decision-making, including resources to share with patients.

• Clinical and research challenges, including clinical trial enrollment and new endpoints.

• Nutrition (e.g. therapeutic nutrition, malnutrition, and malabsorption).

• Advancing immunology.

• Addressing challenges in everyday practice, such as interpreting care guidelines and using endoscopy.

• Technology and artificial intelligence.

• Evidence supporting complementary approaches to IBD management, including how to address and support patient/caregiver questions.

Additionally, the Foundation has recently published a professional education needs assessment that may be beneficial to review for potential areas of interest.
Crohn’s & Colitis Congress

The Crohn’s & Colitis Congress is now in its fourth year and will be held at the Bellagio in Las Vegas, Nevada as well as on a virtual platform for remote learning.

- In 2020, the third annual meeting had an attendance of 1,388.
- 63% of respondents reported prescribing capabilities.
- 85% thought the content was relevant or very relevant.
- 86% of respondents thought the Congress was either good or excellent.
- 79% of survey respondents reported that as a result of attending the Congress, they will make a change in their clinical practice or research.

Three live and four live virtual satellite symposia slots are available at the 2021 Congress. The room capacity of the live symposia will be dependent on the current social distancing guidelines. Satellite symposia must provide CME accreditation by AGA.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Number of live symposia</th>
<th>Number of live virtual</th>
</tr>
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<tbody>
<tr>
<td>Friday, Jan. 22</td>
<td>6–7:45 a.m.</td>
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<td>1</td>
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<tr>
<td>Friday, Jan. 22</td>
<td>12:15–1:45 p.m.</td>
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<tr>
<td>Saturday, Jan. 23</td>
<td>6–7:45 a.m.</td>
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<tr>
<td>Saturday, Jan. 23</td>
<td>12:15–1:45 p.m.</td>
<td>N/A</td>
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COVID-19 contingency

The Crohn’s & Colitis Congress recognizes and shares the extreme uncertainty faced by the GI community regarding the rapidly evolving coronavirus pandemic. The safety of Congress attendees is of the upmost important to us. We are committed to hosting the 2021 Congress, and while we hope to host a live component in Las Vegas, Nevada, Jan 21-23, 2021, we are also finalizing virtual platform options, and will either be hosting a portion or the full Congress via this platform.
Response to request for proposals

Proposals must include a live and/or live virtual educational program presented during the Crohn’s & Colitis Congress. Third parties are also encouraged to include enduring educational components. To be considered, third parties must, at a minimum, submit:

- Complete proposal, including comprehensive (1) needs assessment, (2) identified gaps, (3) specific, actionable learning objectives and (4) an outcomes measurement plan.
- List of potential supporters and grant request totals.
- Clearly defined program description and scope for live, live virtual and optional enduring components.
- Program agenda.
- Target audience(s) and reach.
- Promotion/marketing tactics beyond the standard package provided by the Congress.
- Budget must include Congress slot fee, AGA accreditation fee, marketing fee and program management fee. See Terms and conditions section for live, live virtual and enduring fees.

Respondents are encouraged to incorporate published materials developed by AGA and the Foundation, including clinical practice guidelines, clinical decision support tools, and patient education, into final proposals.
Deadlines and milestones

Failure to comply with stated deadlines will result in disqualification of the proposal from consideration by AGA and the Foundation.

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>July 10</td>
<td>RFP released to medical education companies and grant offices</td>
</tr>
<tr>
<td>July 17</td>
<td>Intention to submit a proposal via email to <a href="mailto:eshaw@gastro.org">eshaw@gastro.org</a> must be made by this date</td>
</tr>
<tr>
<td>Aug. 7</td>
<td>Draft of complete proposal and all supporting documents received by AGA</td>
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<tr>
<td>Aug. 21</td>
<td>AGA and the Foundation comments on draft proposals will be provided to third parties; decision to move forward with submission will be given</td>
</tr>
<tr>
<td>Aug. 28</td>
<td>Final proposal and supporting documents uploaded into funder(s) portals for review by AGA</td>
</tr>
<tr>
<td>Sept. 4</td>
<td>Final proposal submitted to potential funder(s) by AGA</td>
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Roles and responsibilities

Congress (AGA and the Foundation)

- Review and approve proposed activity, budget and other materials, as appropriate.
- Review and approve of all program materials, including, but not limited to, marketing collateral, on-site signage, syllabus/handouts, faculty slides and enduring materials.
- Provide marketing and promotion deadlines and contact information for Bellagio and other official meeting vendors.
- Promote symposium via standard marketing options (refer to the Promotional opportunities for all satellite symposia section for more details).
AGA

- Provide third parties access to the AGA profile in the funder(s’) grant management systems to submit proposals.
- Final review and submission of grant proposals in the funder(s’) grant management systems.
- Draft and/or sign all agreements with funder(s), third parties and other partners, as appropriate.
- Disburse awarded funds to third parties according to AGA standard operating procedures (refer to the Disbursement of funds section for more information).
- Serve as the accredited provider and be held accountable for ensuring compliance with Accreditation Council for Continuing Medical Education (ACCME) requirements, including the Standards for Commercial Support, and applicable AMA PRA requirements.
- Issue payment of all honoraria to faculty.
- Provide template for or issue all CME certificates.
- Conduct final review and submission of grant reconciliation.

Third-party medical education provider

- Prior to submission to potential funders, provide AGA and the Foundation with:
  - Complete proposal.
  - Program agenda.
  - Proposed budget.
- Upon review and approval of proposal by AGA and the Foundation, input key proposal information into potential funder(s’) grant management system(s); alert the AGA to provide final review and submit the proposal.
- Upon confirmation of support by funder(s):
  - Sign formal agreement with AGA (refer to the Disbursement of funds and formal agreement section for more information).
  - Submit satellite symposia online application via the Crohn’s & Colitis Congress website at https://www.crohnscolitiscongress.org.
  - Invoice AGA for payment per milestones outlined in formal agreement.
• Lead all management of funded program, including:
  o Engage AGA and the Foundation staff, as appropriate.
  o Support faculty in development of materials.
  o Create all marketing materials; provide to AGA and the Foundation for review.
  o Coordinate with the Bellagio for all logistics, including room set-up, audiovisual requirements and food/beverage orders.
  o Manage faculty and third-party staff travel, including faculty registration (complimentary or full).
• Within four weeks of program completion, provide AGA and the Foundation with:
  o Outcomes data and final outcomes report.
  o Complete financial reconciliation.
  o Information needed to comply with Physician Payment Sunshine Act.
• Upload final report and financial reconciliation to funder(s’) grant management system.

Disbursement of funds and formal agreement

Third parties will be expected to enter a formal agreement with AGA if funding is secured for satellite symposia at the 2021 Crohn’s & Colitis Congress. The agreement will outline roles and responsibilities of each party and financial milestones.

Per ACCME requirements, AGA must be the recipient of all funds in the form of an independent medical education grant from funder(s). AGA will disburse funds to the third party once received. AGA’s standard payment process is:

• 90% at commencement of program.
• 10% upon reconciliation of program.
AGA reserves the right to structure payment to third parties according to the disbursement policies of funders.

**Terms and conditions**

By agreeing to respond to this request for proposals, third parties agree to the following terms and conditions:

- AGA and the Foundation reserve the right to decline symposium application and/or request changes to proposal content, proposed speakers and proposed funders to provide third parties with equal opportunities for support.
- Certain costs must be accounted for in each proposal and are non-negotiable:

<table>
<thead>
<tr>
<th>Live Satellite Fees</th>
<th>Live Virtual Satellite Fees</th>
<th>Enduring On-Demand Fees</th>
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</thead>
<tbody>
<tr>
<td>Slot Fee: $25,000</td>
<td>Slot Fee: $20,000</td>
<td>AGA Accreditation:</td>
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<tr>
<td>AGA Accreditation:</td>
<td>AGA Accreditation:</td>
<td>$15,000</td>
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<td>Program Management:</td>
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<td>$5,000</td>
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<tr>
<td>Marketing: $1,500</td>
<td>Marketing: $1,500</td>
<td>Marketing: $15,000</td>
</tr>
</tbody>
</table>

Date and time of satellite symposia will be assigned on first-come, first-served basis by completing the online application. The online application can be accessed via the Congress website at [https://www.crohnscolitiscongress.org](https://www.crohnscolitiscongress.org). Please email Emma Shaw at [eshaw@gastro.org](mailto:eshaw@gastro.org) with any questions.
Information for proposal development

Crohn’s & Colitis Congress

The Crohn’s & Colitis Congress convenes the nation’s leading organization for patients with IBD, the premier gastroenterological professional organization, and the nation’s foremost clinical and research thought leaders. Together, the organizations are at the forefront of comprehensive patient care and groundbreaking research and will forge the roadmap toward advancement in treatment and cures for IBD.

Now in its fourth year, the Congress anticipates attendees from a variety of disciplines with an interest in IBD, including pediatric and adult clinicians, surgeons, pathologists, mental health practitioners, nurses and APPs, dietitians and nutritionists, radiologists, researchers, junior faculty and young investigators. The Congress is the ultimate gathering of influential individuals dedicated to catalyzing IBD research and accelerating precision medicine. The goal of the Congress is to answer critical clinical and challenging research questions.

Venue information

The Crohn’s & Colitis Congress will take place Jan. 21-23, 2020, in Las Vegas, Nevada

Bellagio
3600 S Las Vegas Blvd
Las Vegas, NV 89109

Live virtual symposia

New this year, the Congress will offer programming on a live virtual streaming platform. As part of this programming, four live virtual satellite symposia slots will be offered. Proposed live virtual symposia will be hosted on the official Congress digital platform.
Audience

The primary audiences for the Congress are U.S.-based clinicians and researchers who treat or study IBD. Clinicians include:

- IBD physicians in private and academic settings
- General GIs
- Pediatric GIs
- Surgeons
- APPs
- IBD nurses
- Dietitians
- Mental health professionals
- Radiologists
- Pathologists

The meeting will also attract basic, translational and clinical researchers from academia, government and industry.

Promotional opportunities for all live satellite symposia

The standard marketing package included with the slot fee for the live and live virtual satellite symposia includes:

- Listing on meeting website.
- Announcement in one meeting email.
- On-site symposia signage.
- Display in Congress cell phone application.
- Complimentary mail list to bonded mail house (no email addresses).
Additional promotional opportunities for purchase for all satellite symposia*

- Attendees can add symposium registration through official Congress registration (will be ticketed).
- One lead retrieval license.
- Inclusion on satellite symposia schedule mailed with registration badges and in registration bags.
- Dedicated email to attendees.

*Additional marketing beyond the scope of what has been presented must be approved by AGA and the Foundation. Details regarding the cost of additional promotional opportunities will be available on the satellite symposia registration application. These opportunities will be available if a program is funded by Dec. 1, 2020.

Accreditation

The American Gastroenterological Association is accredited with commendation by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education to physicians. All CME-accredited programming developed in partnership with AGA must meet the requirements set forth in the ACCME’s Essential Areas and Elements. As the accredited provider, AGA is responsible for final review and approval of content.

AGA’s ACCME accreditation number is 0000130.
AGA is accredited with commendation through July 31, 2022.

Program management

AGA and the Foundation are leaders in the development of gastrointestinal-related medical education. With deep program management experience, AGA staff will work closely with third parties to develop educational programs that address identified gaps and needs of the GI community.
Funder acknowledgment

Funders will be acknowledged with the following statement: “This program was supported by an independent educational grant from [insert company name(s) here].”

About the American Gastroenterological Association

The American Gastroenterological Association is the trusted voice of the GI community. Founded in 1897, AGA has grown to include more than 16,000 members from around the globe who are involved in all aspects of the science, practice and advancement of gastroenterology. AGA is committed to empowering clinicians and researchers to improve digestive health.

AGA, a 501(c)(6) organization, administers all membership and public policy activities, while the AGA Institute, a 501(c)(3) organization, runs the organization’s practice, research and educational programs, for both health care professionals and patients.

The AGA Institute publishes four highly respected journals, Gastroenterology, Clinical Gastroenterology and Hepatology, Cellular and Molecular Gastroenterology and Hepatology, and Techniques and Innovations in Gastrointestinal Endoscopy.

The organization's annual meeting, Digestive Disease Week®, held each May, is the largest international gathering of physicians, researchers and academics in the fields of gastroenterology, hepatology, endoscopy and gastrointestinal surgery.

AGA Institute’s educational programs engage professionals through multiple platforms that support all learning styles. Ranging from research protocols that help inform behavioral change to self-administered training modules, AGA Institute’s educational initiatives arm gastroenterologists and other members of the GI health care team with the tools needed to provide high-quality, efficient care.
About the Crohn’s & Colitis Foundation

The Crohn's & Colitis Foundation is the largest nonprofit, voluntary, health organization dedicated to finding cures for inflammatory bowel diseases (IBD). The Foundation's mission is to cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults who suffer from these diseases. Since our founding in 1967, the Foundation has played a role in every major breakthrough in IBD research. We have invested more than $350 million into finding the causes, treatments, and cures for Crohn’s disease and ulcerative colitis. And we won’t stop until we realize our vision of a future free from Crohn’s and Colitis.

The Foundation works to fulfill its mission by funding research; providing educational resources for patients and their families, medical professionals and the public; and furnishing supportive services for those afflicted with IBD.

The Foundation offers healthcare providers a wide range of education and resources to support and improve their understanding of inflammatory bowel disease (IBD). These provider education programs keep the patient at the center by combining training in the current standard of care with the latest in cutting-edge research. Our comprehensive educational resources cover a range of topics from initial diagnosis and treatment to ongoing IBD management.

Additional documents

Additional documents, including ACCME accreditation certificate, AGA’s W-9 and IRS determination letter will be provided on an as-needed basis.
Policies and procedures for proposals

Cancellation policy
Work on proposed programming will commence only after a signed letter of agreement is completed between AGA and the funder(s) and between AGA and the third party. In the event the third party begins work prior to a signed letter of agreement and the funder(s) does not provide support, AGA and the Foundation will not be liable for expenses incurred.

In the event a funder withdraws support after a letter of agreement is signed and work has commenced, AGA and the Foundation will impose a $15,000 fee and expect all out-of-pocket and program management costs associated with the program be paid by the funder.

Intellectual property and use of logos
All content and materials stemming from responses to this RFP will be considered the intellectual property of AGA and the Foundation. AGA and the Foundation reserve the right to review and approve all materials produced by third parties for accuracy and completeness. All materials that use the AGA, the Foundation and/or the Crohn’s & Colitis Congress logos must abide by standards set forth in appropriate brand guidelines.

Regulation compliance
All materials developed by third parties must abide by all relevant regulations, including, but not limited to, ACCME Standards for Commercial Support of Continuing Medical Education, PhRMA Code on Interactions with Health Care Providers and the Physician Payment Sunshine Act.
Contact information

Unless otherwise noted, AGA prefers to communicate via email. During the RFP process, please direct all contact with AGA to Emma Shaw, Manager, Corporate Relations. Emma’s contact information is eshaw@gastro.org and her phone is 301-941-2637. Please do not contact other AGA or Foundation staff members without approval.