



## Request for Proposals

*Medical education partner for  
satellite symposia during the  
2024 Crohn's & Colitis Congress®*

Jan. 25-27, 2024  
Bellagio Hotel & Casino  
Las Vegas, Nevada

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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 the 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 2024 Crohn's & Colitis Congress® (Congress) taking place Jan. 25 to 27 in Las Vegas, Nevada.

The Congress will offer four live, in-person symposia slots. 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. 30, 2023. 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 continue to partner on the Crohn's and Colitis Congress 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 and while new treatments have been released, it's vital that educational opportunities equip Health Care Professionals (HCPs) with the knowledge needed to be able to provide optimal care for patients. Many patients are still unable to achieve and retain remission or are simply receiving substandard 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.

When appropriate, AGA and the Foundation encourage inclusion of IBD patients and/or caregivers in the planning and presentation of the content.

Education at the 2024 Congress will focus on increasing knowledge and engaging an interdisciplinary team of providers and researchers to address:

1. Medical management of IBD and current IBD therapies.
2. Behavioral health, lifestyle, nutrition, and dietary influences in inflammation.
3. New technologies in IBD care.
4. The future of IBD care and monitoring patients.

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 interactive 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:

- Emerging therapies and treatment options in IBD.
- Treatment considerations for special populations with IBD, including pediatric patients, women of childbearing age and geriatrics.
- Treatment positioning and care for the patient with mild to moderate and moderate to severe IBD as well as considering steroid use.
- Safety, efficacy and appropriate use of biologics and biosimilar therapies, including biomarkers and drug monitoring.
- Monitoring IBD patients through telemedicine and remote continuum of care methods.
- 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.
- The significant influence of behavioral and psychosocial factors on disease outcomes and quality of life in individuals with IBD as well as the impact of lifestyle interventions, stress management techniques, and dietary modifications on symptom control and overall well-being.
- Best practices and successful strategies in shared decision-making, including resources to share with patients.
- Clinical and research approaches, including clinical trial enrollment, utilizing technology to boost recruitment and communication strategies when discussing clinical trials with patients.

- Addressing challenges in everyday practice, such as interpreting care guidelines and using endoscopy.
- Cultural awareness and bias and the impact on clinical practice including tips on how to address.

## Crohn’s & Colitis Congress

The Crohn’s & Colitis Congress is now in its seventh year and will be held at the Bellagio Hotel & Casino in Las Vegas, Nevada.

- In 2023, the sixth annual meeting had an attendance of 1,015.
- 38% of respondent’s primary professional activity is patient care.
- 83% thought the content was relevant or very relevant.
- 93% of respondents thought the Congress was either good or excellent.
- 67% of respondents will make changes to practice as a result of attending the Congress.

Live in-person satellite symposia slots are available at the 2024 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.

Date	Time	Number of live symposia
Thursday, Jan 25	5-6:30 p.m.	1
Friday, Jan. 26	6–7:30 a.m.	1
Friday, Jan. 26	12:30–2:00 p.m.	1
Saturday, Jan. 27	6–7:30 a.m.	1

## **COVID-19 contingency**

The Crohn's & Colitis Congress recognizes and shares the extreme uncertainty faced by the GI community regarding the evolving coronavirus pandemic. The safety of Congress attendees is of the utmost important to us. We are committed to hosting the 2024 Congress live in Las Vegas, Nevada, Jan. 25-27, 2024. If current COVID-19 guidelines change, we will evaluate and communicate any changes.

## **Response to request for proposals**

Proposals must include a live in-person 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.
- Clearly defined program description and scope for live and optional enduring components.
- Program agenda.
- Target audience(s) and reach.
- List of potential supporters and grant request totals.
- Promotion/marketing tactics beyond the standard package provided by the Congress.
- Budget must include Congress slot fee, AGA accreditation fee and program management fee. See *Terms and conditions* section for live and enduring fees.

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



## Deadlines and milestones

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

Deadline	Milestone
July 10	RFP released to medical education companies and grant offices
July 24	Intention to submit a proposal via email to <a href="mailto:eshaw@gastro.org">eshaw@gastro.org</a> must be made by this date
Aug. 7	Draft of complete proposal and all supporting documents received by AGA
Aug. 21	AGA and the Foundation comments on draft proposals will be provided to third parties; decision to move forward with submission will be given
Aug. 28	Final proposal and supporting documents uploaded into funder(s) portals for review by AGA
Sept. 1	Final proposal submitted to potential funder(s) by AGA

## 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 Hotel and Casino 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.
- Conduct 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 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:

- Engage AGA and the Foundation staff, as appropriate.
- Support faculty in development of materials.
- Create all marketing materials; provide to AGA and the Foundation for review.
- Coordinate with the Bellagio Hotel & Casino for all logistics, including room set-up, audiovisual requirements, and food/beverage orders.
- 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:
  - Outcomes data and final outcomes report.
  - Complete financial reconciliation.
  - 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 2024 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:

Live Satellite Fees	Enduring On-Demand Fees
<ul style="list-style-type: none"><li>○ Slot Fee: \$30,000</li><li>○ AGA Accreditation: \$25,000</li><li>○ Program Management: \$5,000</li></ul>	<ul style="list-style-type: none"><li>○ AGA Accreditation: \$15,000</li><li>○ Program Management: \$5,000</li><li>○ Marketing: \$15,000</li></ul>

Date and time of satellite symposia will be assigned on a 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>. 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 seventh 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. 25-27, 2024, in Las Vegas, Nevada.

**Bellagio Hotel & Casino**  
3600 S Las Vegas Blvd  
Las Vegas, NV 89109

## **Live streaming and live rebroadcast of symposia**

The Congress will offer live in-person satellite symposia time slots. We will also permit third-party medical education providers to live stream their programs to a virtual audience during the Congress or present a live re-broadcast of their program directly after the Congress.

## **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 satellite symposia includes:

- Listing on meeting website.
  - Announcement in one meeting email.
  - On-site symposia schedule signage.\*
  - Display in Congress mobile application.
  - Complimentary mail list to bonded mail house (no email addresses).
- \* must meet Congress deadline for fulfillment of December 16, 2022

## **Additional promotional opportunities for purchase for all satellite symposia\***

- Exclusive e-mail blasts.
- Attendee bag inserts
- Mobile App rotating banner ad and push notifications.

\*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, 2023.

## **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 through July 31, 2026

## **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 supports both researchers and clinicians in meaningful ways, supporting AGA’s commitment to *empower 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.

Digestive Disease Week® (DDW), held annually, is the largest international gathering of physicians, researchers, and academics in the fields of gastroenterology, hepatology, endoscopy, and GI surgery. AGA is one of four sponsoring societies associated with DDW and creates the vast majority of education presented during the meeting.

AGA Institute publishes five highly respected journals: *Gastroenterology*, *Clinical Gastroenterology and Hepatology*, *Cellular and Molecular Gastroenterology and Hepatology*, *Techniques and Innovations in Gastrointestinal Endoscopy* and *Gastro Hep Advances*.

AGA’s education and training programs provide opportunities that engage professionals through unique platforms that meet all learning styles. Ranging from research protocols that help inform behavioral change to self-administered training modules, AGA’s educational initiatives focus on physicians and other members of the GI health care team throughout the career continuum.



## **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 sponsors [basic and clinical research](#) of the highest quality. We also offer a wide range of educational programs for patients and caregivers providing supportive services to help people cope with these chronic intestinal diseases. In addition, the Foundation advocates at the state and federal level to improve access policies ensuring patients, caregivers, and providers have access to the diagnostics, treatments, and surgical interventions.

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, Senior Manager, Corporate Relations. Emma's contact information is [eshaw@gastro.org](mailto:eshaw@gastro.org) and her phone is 301-941-2637. Please do not contact other AGA or Foundation staff members without approval.