

Tips for Applying for Educational Grants

Make your grant request stand out.

What is unique about this activity? What is the practice gap you're trying to fill with this activity?

Needs Assessment / Gap Analysis.

Make sure your activity is designed to address professional practice gaps – a gap exists when an individual/group is doing or accomplishing something that differs from what is desired or achievable (i.e., the gap is what they are actually doing vs. what they should be doing better). Gaps should be competence, performance or patient outcomes based. Make sure your needs assessment is based on *specific data of the target audience and avoid broad, generic data*. For example, a broad gap would be “hypertension continues to go under-diagnosed and undertreated”. A more specific (and improved) gap would be “a review of patient charts found that while rural healthcare practitioners in Michigan are checking 80% of patients’ blood pressure, only 20% of patients receive the recommended treatment”.

Learning Objectives.

Make sure your learning objectives are appropriately focused on the identified gaps. For example, using the above needs assessment example, appropriate learning objectives would include “review and discuss appropriate hypertension treatments” and “apply recommended treatments to hypertensive patients”.

Educational Format.

Incorporate formats that are 1) effective in achieving the objectives, 2) innovative and/or curriculum-based (i.e., multiple activities in different formats (live plus online) vs. one-time only meeting), and 3) designed to enhance change in learners.

Faculty.

Do not include faculty names in grant submissions unless required to do so by the company. Some companies will decline a grant if the identified faculty have been promotional speakers for their company during the previous 12 months.

Content.

Make sure the company you are applying to has available funding for the therapeutic area of your initiative. If the company does not list your content area, do not apply. Also, make sure the content of your activity does not solely focus on discussion of off-label (non-FDA approved) uses.

Location.

Be careful of using venues with “resort” in the name. Some companies will not fund activities that are held at a resort location, even if the agenda is designed so that education is the main focus of the activity (i.e., limited potential for social events).

Outcomes.

Funders prefer to fund activities that are designed to achieve a minimum of level 4 (competence/self-reported intent-to-change) outcomes. Corewell Health Southeast Michigan CME currently incorporates a minimum of level 5 (performance/self-report changes in practice) outcomes in all activities we certify.

Budget.

Be fiscally responsible. Do not overinflate fees or include large lump sums for fees or expenses (i.e., break out food costs into per meal, per person; break out honoraria into per person fees). Do not include ‘entertainment’/‘social’ related expenses as several regulatory agencies forbid companies from funding non-educational expenses. Do not include expenses to support travel, registration, parking or lodging expenses for activity attendees (learners).

1. Honor each company’s submission lead times and required information.
2. Do not submit grant requests for exhibiting or advertising opportunities.
3. Do not offer anything in exchange for the educational grant (no quid pro quo).

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Who is the CME Provider?

The official CME Provider is Corewell Health Southeast Michigan. Note: Grant checks can be mailed to the department presenting the activity, but the CME Provider must be listed as Corewell Health Southeast Michigan.

Who is the Educational Partner?

When Corewell Health Southeast Michigan works with an organization that is not affiliated with Corewell Health in any way, then the organization (aka joint/co-sponsor) must be listed as Educational Partner. If the activity is directly sponsored (no outside involvement), then this field will be "N/A" or left blank.

What if a company is providing an educational grant AND an exhibit/display fee?

Exhibits are considered promotional and therefore exhibit funds cannot be included as part of the educational grant. The actual grant agreement amount must not include the exhibit funds. See also "Helpful Hints for Exhibits".

What documentation does the Corewell Health Southeast Michigan Department of CME require?

The following documents must be provided to CME following grant request submissions:

1. Actual grant request and any additional materials included with the grant request submission
2. Preliminary budget detailing how the grant funds will to be spent

Once a company has approved your request for an educational grant, a letter of agreement must be signed by the Department of CME and the company providing the funds.

Who is authorized to sign grant LOAs for Corewell Health Southeast Michigan CME activities?

LOAs can only be **signed by the Corewell Health Southeast Michigan Department of CME**; we must review and approve all Corewell Health Southeast Michigan CME grants to ensure compliance.

Which agreement should be signed...Corewell Health Southeast Michigan's or the Company's?

Corewell Health Southeast Michigan CME has a grant LOA template that can be signed. However, if a company requires their own LOA be signed, Corewell Health Southeast Michigan CME will sign it if it meets our grants and contracts standards. Only one signed LOA per company per activity can exist.

What if the company requires me to accept the terms of their agreement online?

Terms should not be accepted without prior approval by Corewell Health Southeast Michigan CME. As soon as you receive a notice that a grant is approved pending acceptance of the terms, provide Corewell Health Southeast Michigan CME with your login information or a copy of the original grant request and the electronic agreement terms. Corewell Health Southeast Michigan CME will review the terms and notify you if and when they can be accepted.

When can I acknowledge the grant funding?

The grant LOA must be fully executed (signed by Corewell Health Southeast Michigan CME and the company) prior to being announced in marketing materials AND prior to the activity occurring. Funds cannot be accepted without a fully executed agreement received prior to the activity.

What if the scope of the CE activity changes after a grant LOA has been signed?

If the scope of the activity changes (i.e., in-person is changed to virtual, dates change, content changes, etc.), the company must be notified. They may require a new agreement to be signed or may require the grant funds to be returned. Notify the Department of CME if this situation arises for proper guidance.

What documentation does the Corewell Health Southeast Michigan Department of CME require?

After the grant has been signed and before the activity occurs: Fully executed grant LOA (signed by Corewell Health Southeast Michigan CME and the company providing the grant)

After the activity occurs: Copy of the grant payment AND final budget detailing how the grant funds were spent.