

Grant Process

Through the Eyes of a Commercial Supporter



Barbara Standley

Sr Education Program Administrator

Alcon Laboratories, Inc. – Ft Worth TX

Presentation Outline

- Philosophy and Challenges
- Types of Grants
- Overview of Grant Process at Alcon
 - Disclaimer: A Work in Progress
- Feedback
 - Provider
 - Commercial Supporter

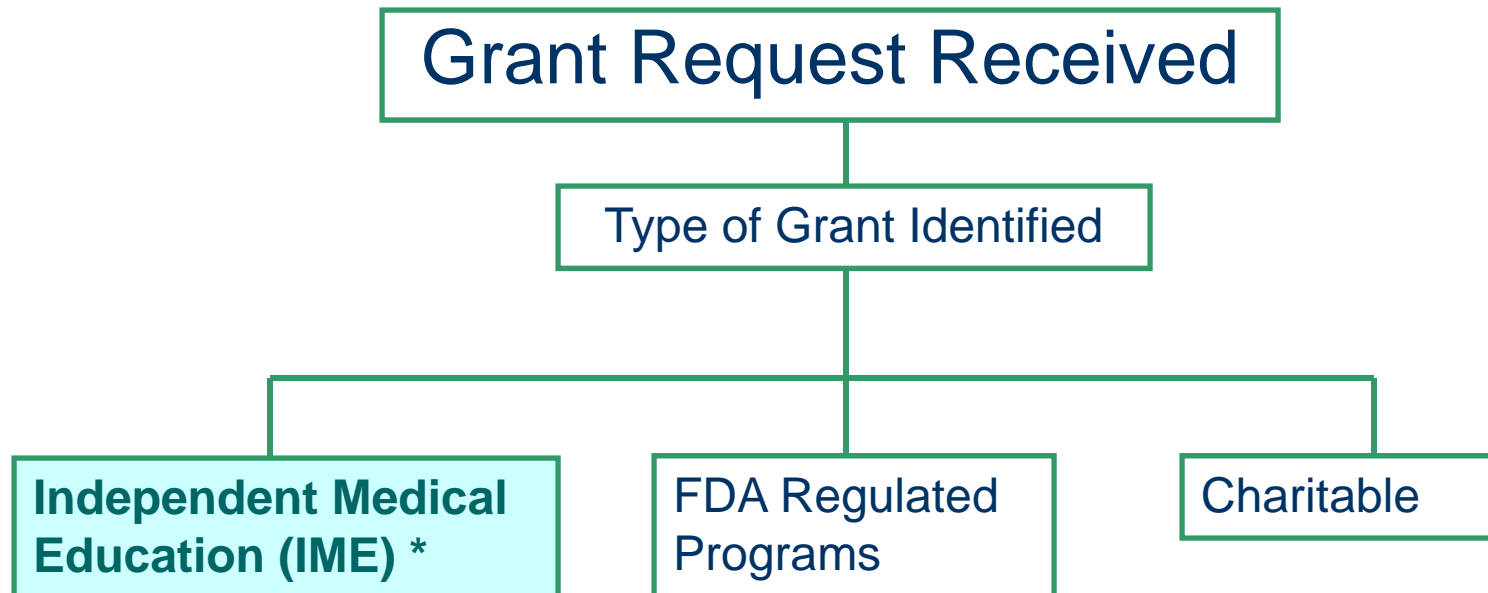
Process in Works – Almost There

- Philosophy
 - Accreditation is not a marketing tool to be used to meet sales goals
 - Accreditation is an **educational tool** used to meet healthcare providers' and patients' needs
- Challenges
 - Staffing
 - Training
 - Public Perception/Adoption

Grant Types

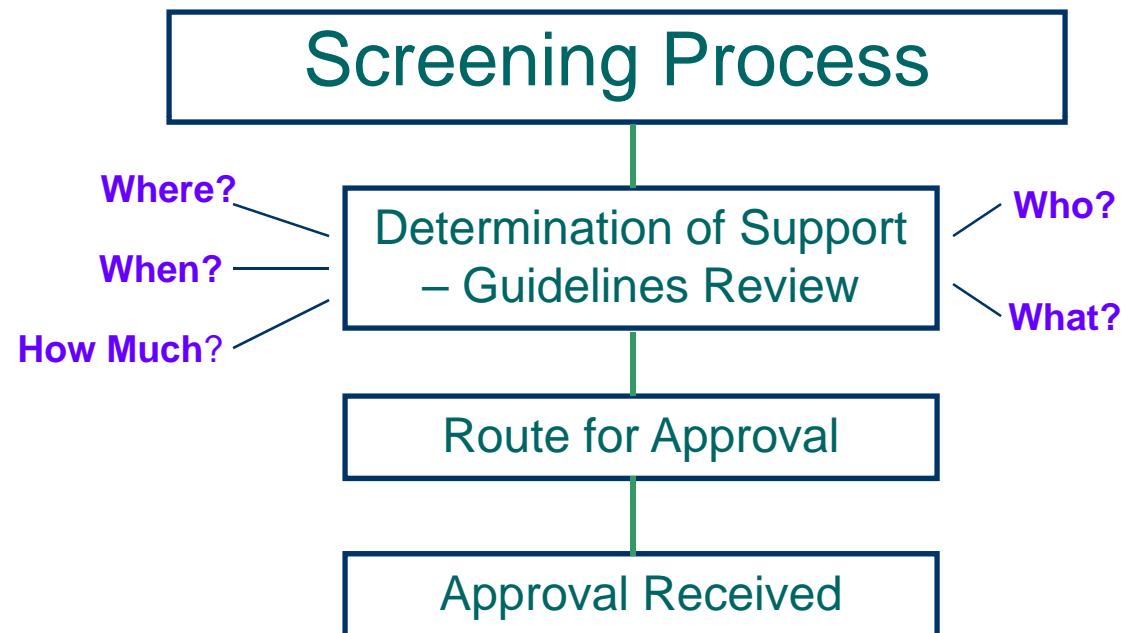
- Independent Medical Education – Activity presenting the science of a new treatment, procedure, or use of a product; Unbiased; Continuing education credit offered
- FDA Regulated Programs – Activity presenting a new treatment, procedure, or use of a product; CE not offered; Could be used as a marketing tool
- Charitable – Activity based on a philanthropic need of the community or requestor

Grant Process

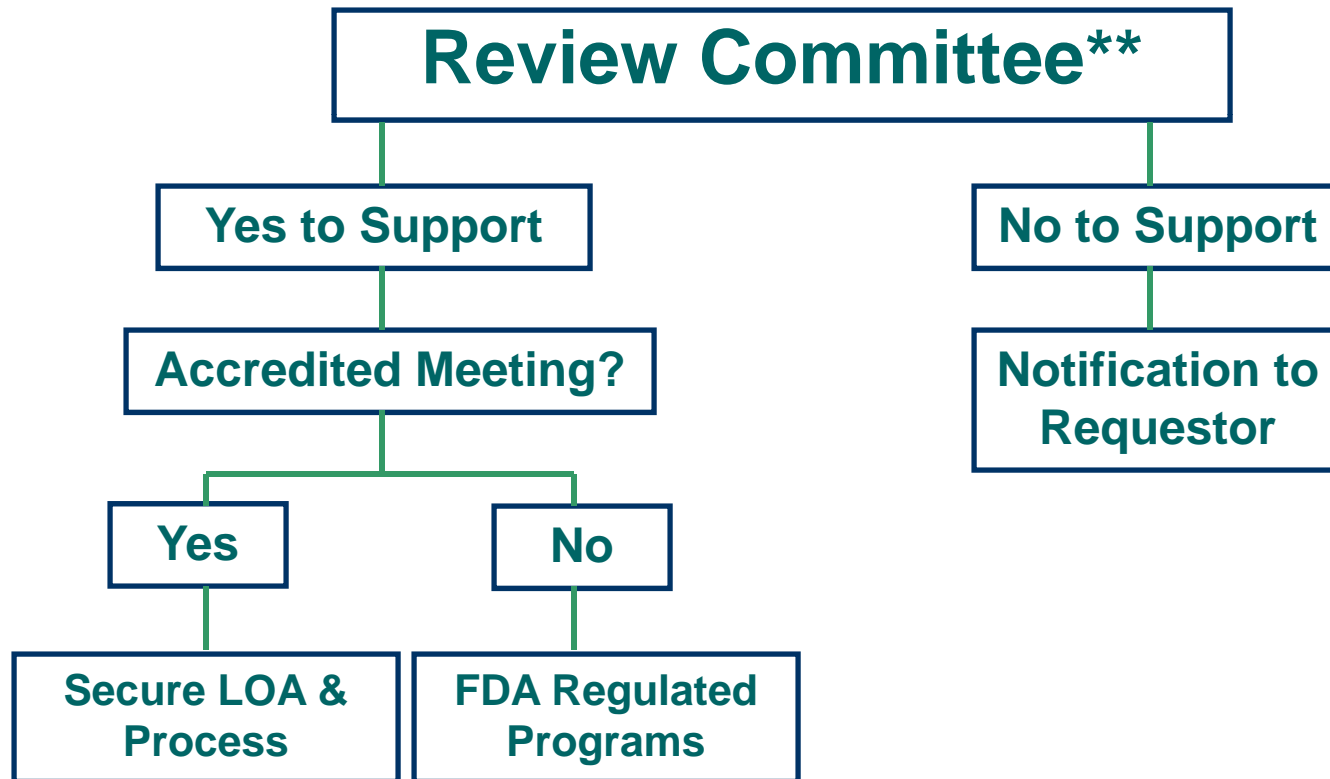


***For this presentation, discussion of Independent Medical Education grants only**

Grant Process – IME Grant

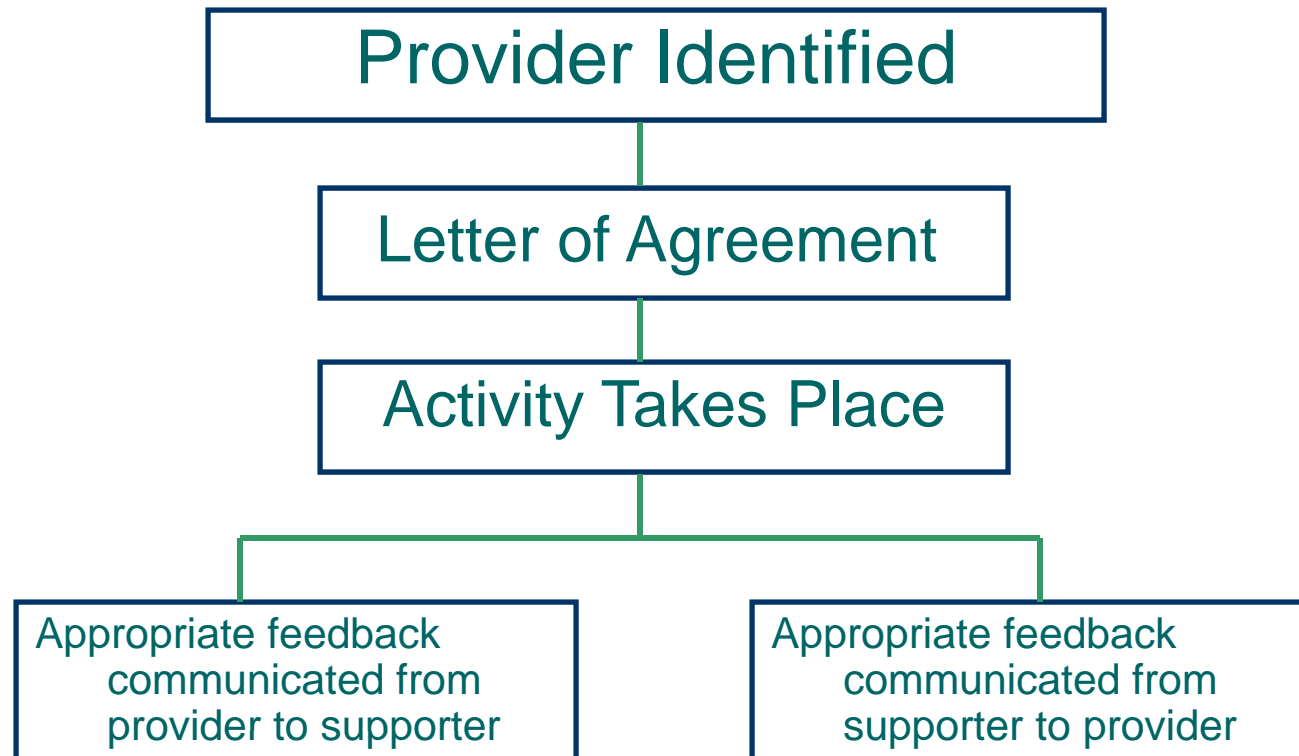


Grant Process – IME Grant – Cont'd

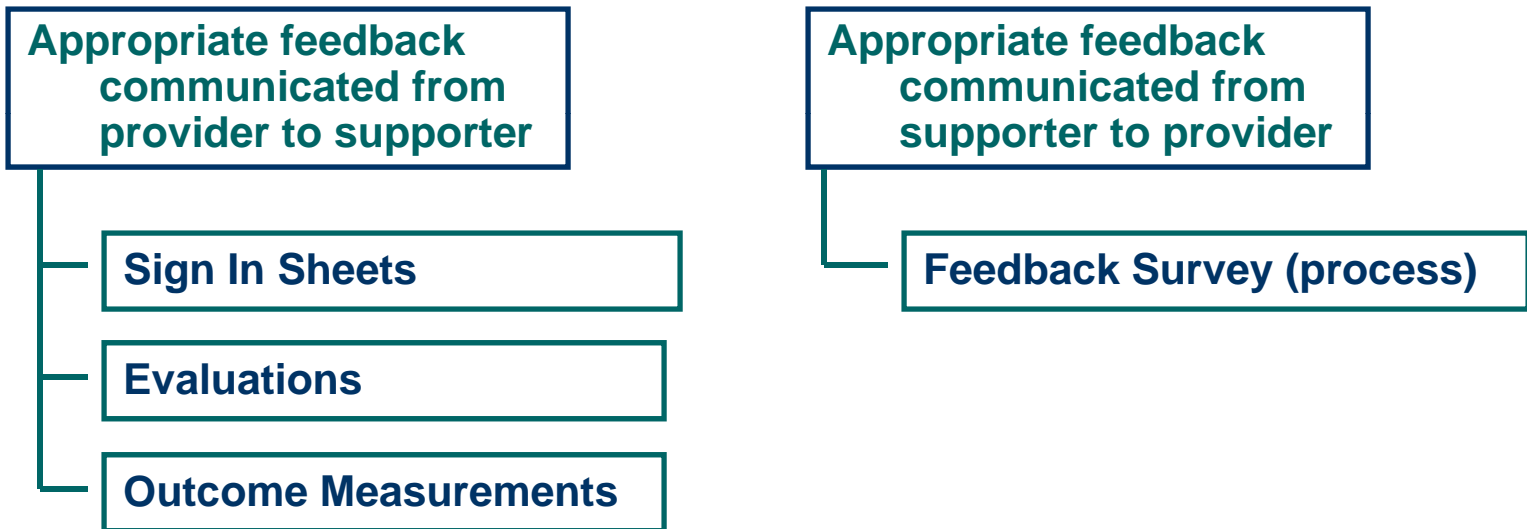


**Comprised of Members Outside the Education Department

Grant Process – IME Grant – Cont'd



Grant Process – IME Grant – Cont'd





Thank you