

## Medical and Educational Goods and Services (MEGS) Report 2014

Project Reference Number	Recipient Organisation	An outline of the project which Pfizer's Medical and Educational Goods and Services grant supported	Financial amount paid by Pfizer to the recipient organisation	Benefit in kind: provided to the recipient organisation by Pfizer
WP686851	Adelaide Medical Centre, Andover	Financial support: to support the review and management of Atrial Fibrillation patients.	£5,520	Not applicable
WP534569	Aintree University Hospital NHS Foundation Trust	Financial support: to pay for external consultant for a nurse service development workshop.	£2,000	Not applicable
WP473190	Aintree University Hospital NHS Foundation Trust	Financial support: development of patient materials for use across departments within the trust to educate patients on the benefits of smoking cessation.	£13,000	Benefit in kind: 30 hours of Pfizer colleague time to include Project Management, consultation, agency liaison, copy & proof reading.
WP457644	Air Balloon Surgery, Bristol	Not applicable		Benefit in kind: provided in the form of a Case Notes Review programme with the aim of improving management of Heart Failure to improve patient care.
WP494895	Air Balloon Surgery, Bristol	Not applicable		Benefit in kind: provided in the form of a Case Notes Review programme with the aim of improving management of Heart Failure to improve patient care.
WP478660	All Wales Genetics Laboratory	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£17,520	Not applicable
WP565726	All Wales Genetics Laboratory	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£35,760	Not applicable
WP520464	Alpha Medical Centre, Birmingham	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP676443	Al-shafa Surgery, Birmingham	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with Non-valvular atrial fibrillation with the aim of improving patient care.
WP618838	Association of the British Pharmaceutical Industry	Financial support: to undertake a survey on new medical technology.	£1,068	Not applicable

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WP495131	Barnet Clinical Commissioning Group	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care.
WP470337	Barts Health Trust	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£21,920	Not applicable
WP648553	Beatson West of Scotland Cancer Centre	Financial support: to review the coverage of vaccination in patients with bone marrow transplant. The outcomes of the project will determine how vaccination coverage can be improved and will be shared as best practice across Scotland.	£15,000	Benefit in kind: for the provision of Key Account Manager's time in supporting the development of awareness materials.
WP642874	Birmingham Children's Hospital	Not applicable		Benefit in kind: to support the development of materials to educate and inform teenage rheumatology patients. Supported by Pfizer Customer Marketeer to liaise with the department and the marketing agency.
WP651819	Birmingham Children's Hospital	Financial support: to convert existing written patient materials into; written, spoken and video resources available to view online via digital media – spoken word and video/animation being more readily understood by the child audience on the topic of paediatric rheumatology	£20,000	Not applicable
WP689737	Birmingham Children's Hospital	Not applicable		Benefit in kind: provision of Galactomannan test kits to enable an evaluation of the benefit of the test to assist the early identification of Invasive Aspergillosis in haematological patients undergoing immunosuppression.
WP456940	Birmingham Community Healthcare Trust	Not applicable		Benefit in kind: through provision of a GP smoking cessation Engagement Toolkit to Birmingham Community Healthcare Trust smoking cessation service.
WP466725	Birmingham Heartlands Hospital	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£21,360	Not applicable

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WP474205	Blackpool Fylde and Wyre Foundation Trust	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP676441	Bloomsbury Health Centre, Birmingham	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with Non-valvular atrial fibrillation with the aim of improving patient care.
WP645339	Bone and Joint Decade	Financial support: was provided to the Bone and Joint Decade as a Medical Educational Grant for the purposes of updating the materials for the educational program 'Patient Partners' and making these materials available online, to educate Healthcare Professionals in the diagnosis and management of musculoskeletal disease, to improve the care of patients with these conditions.	£40,000	Not applicable
WP455560	Brinnington Health Centre	Financial support: provided to enable review and management of Heart Failure patients with the aim of improving patient care.	£1,200	Not applicable
WP674603	British Society for Antimicrobial Chemotherapy	Financial support: to the British Society for Antimicrobial Chemotherapy (BSAC) for the development of a Massive Open On-line Course (MOOC) in Antimicrobial Stewardship.	£60,000	Not applicable
WP519301	Bromley Health Care, Smoking Cessation Service Bromley	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP529995	Bryntirion Surgery, Mid Glamorgan	Not applicable		Benefit in kind: provided in the form a Case Notes Review programme with the aim of improving management of heart failure to improve patient care.

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WP690770	Burbury Street Surgery, Birmingham	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with non-valvular atrial fibrillation with the aim of improving patient care.
WP466079	Cambridge University Hospital	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£24,960	Not applicable
WP602043	Cambridge University Hospital	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£14,860	Not applicable
WP569816	Cancer Focus	Financial support: for postage to support ENHANCE Toolkit.	£100	Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leaf pieces user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP478104	Cardiff & Vale University Health Board & Llandough University Hospital	Not applicable		Benefit in kind: for a project management team to support the clinical management group re-design their lung cancer services.
WP488416	Cardiff and Vale University Health Board	Financial support: to support the production of a GP template for an IT system to capture evidence based quit data. The aim being to improve patient records and lead to improved care.	£570	Not applicable
WP447739	Cardiff and Vale University Health Board	Financial support: provided for supporting the optimising outcomes policy evaluation of primary care contribution to smoking cessation services and educational support.	£6,500	Not applicable
WP584010	Carmel Medical Practice, Darlington	Financial support: provided to support the development of the CVGP (GPwSI) in Cardiovascular Medicine website as an educational portal for GP education and best practice in cardiovascular disease.	£3,000	Not applicable

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WP511838	Catshill Village Surgery, Bromsgrove	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP609811	Celesio UK	Financial support: to Lloyds Pharmacy to conduct a pain project including various Toolkits aimed at engaging patients and allowing them to better understand pain management.	£41,300	Not applicable
WP488520	Central Manchester University Hospitals NHS Foundation Trust	Financial support: provided to assist the Trust to implement a smoking cessation campaign in patients with Rheumatoid Arthritis.	£1,800	Benefit in kind: supply campaign material for smoking cessation patients with Rheumatoid Arthritis.
WP661373	Charlton Hill Surgery, Andover	Financial support: provided to support the review and management of AF patients. The aim to improve patient care.	£2,747	Not applicable
WP650973	Chester Road Surgery, Birmingham	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP666856	Church Road Surgery, Birmingham	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with Non-valvular atrial fibrillation with the aim of improving patient care.
WP555778	City Healthcare Partnership, Hull	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP515715	City Healthcare Partnership, Hull	Not applicable		Benefit in kind: provided in the form of facilitation skills to improve in patient identification in pain management.
WP473995	Co- Durham & Darlington NHD Foundation Trust	Not applicable		Benefit in kind: to provide commissioning Toolkit and half day facilitation skills was provided to the Smoking Services to improve the quality of the services provided to ultimately improve patient outcomes.

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WP561656	Community Pharmacy West Yorkshire Local Pharmaceutical Committee	Financial support: to provide materials and support to Community Pharmacy West Yorkshire to engage their pharmacists to increase patient engagement and delivery of Medicine use Reviews and New Medicines Reviews within the Pharmacy environment.	£10,000	Not applicable
WP500687	Community Pharmacy West Yorkshire Local Pharmaceutical Committee	Financial support: to provide materials and support to community Pharmacy West Yorkshire to engage their pharmacists to increase patient engagement and delivery of Medicine Use Review Service and New Medicines Service Reviews within the Pharmacy environment.	£39,867	Not applicable
WP588936	Cornwall Stop Smoking Service	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leaf pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP493742	Countess of Chester Hospital NHS Foundation Trust	Not applicable		Benefit in kind: for the provision of a service assessment workshop with an external consultant.
WP478227	County Durham and Darlington Foundation Trust Health	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leaf pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP571747	Court House Practice, Caerphilly	Not applicable		Benefit in kind: provided in the form of case notes review to support management of Heart Failure, to improve patient care.
WP658063	Day Lewis Pharmacy	Not applicable		Benefit in kind: to support Day Lewis pharmacies better engage patients in discussions on how they can get the best out of their medicines through the provision of Medicines Optimisation posters and scratch cards.

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WP549335	Deans and Elieburn Practice, West Lothian	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP412680	Department of Cellular Biology	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£21,300	Not applicable
WP467315	Dorset Local Pharmaceutical Committee	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP656298	Dr Dean and Partners, Reading	Financial support: provided to assist in a review of patient notes, aid best practice for smoking cessation.	£600	Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP569865	Drs Stanley & Arain, Widnes	Financial support: provided to support the management and review of patients with NVAf. The review was performed by Inspira Health Solutions Ltd.	£2,975	Not applicable
WP594561	East Kent Hospitals University NHS Foundation Trust	Not applicable		Benefit in kind: to provide a Regional Customer Marketing and Specialty Account Manager to support a GP awareness day and patient educational event. The aim is to improve understanding of inflammatory back pain.
WP467703	Eaton Road Surgery, Liverpool	Financial support: provided to support the review and management of patients with over active bladder.	£2,000	Not applicable
WP534503	Fareham and Gosport Clinical Commissioning Group, Fareham	Financial support: to develop and launch the Dynamic Care Pathway Toolkit.	£9,000	Benefit in kind: to provide project management support from Pfizer.
WP629132	Field Road Medical Centre, Merseyside	Financial support: provided to support the management and review of patients with NVAf.	£3,000	Not applicable

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WP485762	First Community Health and Care, Redhill	Not applicable		Benefit in kind: provided in the form of a workshop on commercial awareness which supported First Community Health and Care Organisation, to develop a campaign within an NHS service to drive through-put into the specific service, delivering greater access to patients.
WP467501	Fresh Focus Stop Smoking Service	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP659910	Frimley Park Hospital NHS Trust	Not applicable		Benefit in kind: provided in the form of facilitation skills to support the recently merged Frimley and Wexham Chronic Pain Teams become a more effective team.
WP491866	George Elliot NHS Trust	Not applicable		Benefit in kind: to provide a GP Engagement Toolkit to George Elliot NHS Trust smoking cessation service.
WP562844	Glan-Yr-Avon Surgery	Not applicable		Benefit in kind: provided in the form of Case notes review to support management of Heart Failure to improve patient care.
WP651116	Glasgow Royal Infirmary	Financial support: provided to help members of the Cardiac Team to attend the British Association of Cardiac Rehabilitation Meeting in Edinburgh.	£300	Not applicable
WP511519	Great Ormond Street Children's Hospital	Financial support: for the Paediatric Rheumatology Department and the Adolescents UK Centre to create an integrated data platform. To support research, transitional care and application for patient information.	£50,000	Benefit in kind provided through the provision of Pfizer's biologics audit tool to support improved monitoring of biologics patients in line with NICE guidance.
WP570961	Greater Manchester Academic Health Science Network	Financial support: for project with the Academic Health Science Network to develop a project for medicine optimization.	£6,638	Not applicable



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WP484524	Grove Hill Medical Centre, Hemel Hempstead	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP676173	Guys and St Thomas' NHS Foundation Trust	Financial support: for an external training consultant to run a team development workshop for the Oncology Pharmacy Team.	£2,700	Not applicable
WP685582	Guy's and St Thomas' NHS Foundation Trust	Financial support: provided for the production and printing of zip cards that would be handed to Junior doctors and SpRs to drive the understanding and implementation of the heart failure pathway. The aim is to improve patient care.	£500	Not applicable
WP613221	Hemophilia Comprehensive Care Centre	Financial support: to hold a national meeting to provide education to physiotherapists on the Hemophilia Joint Health Score technique.	£600	Not applicable
WP568946	Hafan Derwen , Carmarthen	Not applicable		Benefit in kind: provided in the form of facilitation to deliver improved patient care and management of diabetes within Hywel Dda Health Board.
WP487027	Health Education East Midlands	Not applicable		Benefit in kind: supporting the Health Education East Midlands (HEEM) senior leadership team with the promotion of HEEM to associated NHS stakeholders. Three Business Approaches to Clinical Improvement workshops will take place facilitated by the Pfizer Key Account Manager.
WP667592	Heathfield Surgery, Birmingham	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with Non-valvular atrial fibrillation with the aim of improving patient care.
WP425301	Help2quit Shropshire Community NHS Trust	Not applicable		Benefit in kind: provide support to the Help2quit service to engage smokers with long term conditions in primary care in order to increase patient access to the stop smoking service.
WP510355	Hitchingbrooke NHS Hospital	Not applicable		Benefit in kind provided through the provision of Pfizer's biologics audit tool to support improved monitoring of biologics patients in line with NICE guidelines.

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WP484590	Horne Street Surgery, Halifax	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP675620	Horsefair Surgery, Banbury	Financial support: to support and fund practice overtime to support a GP to review and manage atrial fibrillation patient in line with NICE CG180.	£600	Not applicable
WP511670	Hounslow Stop Smoking Service	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP424327	ICE Creates stop smoking service Coventry	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP601113	Imperial College London	Financial support: to support Imperial College to understand whether alerts and pop up banners on general practice IT systems improve vaccination coverage in clinically high risk patients.	£31,875	Not applicable
WP470906	Isle of Wight Clinical Commissioning Group	Financial support: provided in the form of a half day facilitation to re-align local services and pilots with the objective of improving the management of pain across the health economy.	£815	Benefit in kind: to provide Project Management support from Pfizer.

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WP591170	Katherine Dormandy Haemophilia Centre	Financial support: was provided to help develop "Haemophilia London", a new website designed to present information about haemophilia and other bleeding disorders in a clear concise and educational manner to patients, caregivers and professionals alike. Independently written by established experts in bleeding disorders for patients and other health care professionals.	£5,000	Not applicable
WP471223	Kent Community NHS Trust	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP436056	Kent Community NHS Trust Health and Wellbeing	Not applicable		Benefit in kind: to provide excel expertise to the Trust. With the aim of reviewing a database which will provide an overview of patient care across the Trust.
WP589863	Kick It Stop Smoking Service, Thrive Tribe, London	Financial support: provided for communication and training purposes. This training was tailored specifically towards specialist stop smoking advisors to increase their skills around communication and liaising with stakeholders.	£2,000	Not applicable
WP564463	Kings College Hospital	Financial support: to create a UK-wide multidisciplinary consensus publication on the appropriate management of patients with Cancer Associated Thrombosis based on clinical evidence and expert opinion from the Consensus contributors.	£37,150	Not applicable
WP467782	Kings College Hospital NHS Foundation Trust	Financial support: to Kings and Bromley Hospital for 6 months of nurse time to audit records for biologics.	£24,000	Not applicable
WP478504	Kings Surgery, Port Talbot	Not applicable		Benefit in kind provided in the form of an audit tool provided to support identification and understanding of the patient population with chronic pain to allow improved management.

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WP467999	Kingston Clinical Commissioning Group	Financial support: provided to Kingston Clinical Commissioning Group to support the implementation of the Commit To Change project. The project focuses on meeting the health and wellbeing goals of Kingston's population and improving the public health of Kingston.	£1000	Not applicable
WP505787	Knowle House Surgery, Plymouth	Not applicable		Benefit in kind: provided in the form of an audit Toolkit to support the identification and understanding of the patient population with chronic pain to allow improved management of patient care.
WP608804	Leicester Royal Infirmary NHS Hospital	Financial support: in setting up a vaccination clinic and developing awareness materials to support vaccination in immunocompromised patients with haematological malignancies.	£1,300	Benefit in kind: for the provision of marketing support to develop patient materials.
WP683187	Lewisham Clinical Commissioning Group	Financial support: provided for the development of a validated e-learning Toolkit for AF awareness and stroke prevention and treatment options. The aim is to support in-house practice sessions following the reviews to reinforce the learning and further embed knowledge of atrial fibrillation.	£5,000	Not applicable
WP688258	Lincoln House Surgery, Southport	Financial support: provided to support the management and review of patients with NVAf. The review was performed by Inspira Health Solutions Ltd.	£1,765	Not applicable
WP668182	Lincolnshire Community Health Services	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care
WP676329	Lincolnshire East Clinical Commissioning Group	Financial support: provided in the form of a health bus to deliver health improvement services to the hard to reach population.	£2,500	
WP518753	Linden Hall Medical Practice	Not applicable		Benefit in kind: provided in the form of a Case Notes Review programme with the aim of improving management of AF and improve patient care.
WP588084	Link End Surgery, Malvern	Not applicable		Benefit in kind: to support the practice with smoking cessation in patients with long term conditions.

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WP592062	LiveWell Sutton and Merton	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care
WP629985	Llandudno Hospital	Financial support: to fund the input of data into Biologics the Audit Toolkit.	£6,996	Benefit in kind: to supply an audit Toolkit for the Rheumatology team to assess compliance with NICE.
WP495015	London Borough of Bexley	Not applicable		Benefit in kind: to support the stop smoking service in successfully engaging with smokers with long term conditions to motivate them to quit.
WP456818	Manchester Genomic Diagnostics Laboratory	Financial support: to provide ALK testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits .	£16,110	Not applicable
WP598546	Manchester Lymphoma Group	Financial support: to commission the development of a patient held diary including design costs, printing costs and material costs "PROMs" Project.	£2,000	Not applicable
WP459353	Manchester Medical Society	Financial support: to the pain team to develop more effective communication and engagement to aid collaboration with delivery of NHS Services.	£750	Not applicable
WP542572	Marden Medical Practice, Shrewsbury	Not applicable		Benefit in kind: provided in the form of a Case Notes Review programme with the aim of improving management of atrial fibrillation to improve patient care.
WP529729	Marshside Surgery, Southport	Financial support: provided to support the management and review of patients with NVAf. The review was performed by Inspira Health Solutions Ltd.	£1,995	Not applicable
WP541090	McPhersons Pharmacy	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leaflets, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.

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WP477214	Medway Stop Smoking Service	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP563424	Mid Essex Hospital Foundation Trust	Financial support: provided to Mid Essex NHS Hospital Trust to support the roll-out of their Making Every Contact Count Campaign to engage patients in a smoking cessation, increased exercise and healthier eating campaign.	£2,500	Not applicable
WP494977	Middleborough Borough Council	Not applicable		Benefit in kind: to provide the Commissioning Toolkit to the smoking cessation service to improve the quality of the services provided to ultimately improve patient outcomes.
WP482817	National Pharmacy Association	Financial support: to support the National Pharmaceutical Association to develop a series of digital resources to assist pharmacists to prepare for and understand the new GPhC inspections. Pfizer Supported the preparation and production of a hardcopy folder of all these resources to be sent to 7000 community pharmacists.	£10,000	Not applicable
WP524063	Golden Jubilee Hospital, National Waiting Times Board	Not applicable		Benefit in kind: Pfizer will provide consultancy services consisting of guidance, resources and coaching for the development of the project. Specifically, this will involve facilitating meetings with a creative and printing company to have them produce the patient leaflet and poster to support the Smoking and Cardiac Surgery disease awareness campaign across Golden Jubilee Hospital.
WP606708	Neville Hall Hospital	Not applicable		Benefit in kind: to support secondary care respiratory department to set up a database to use as part of a smoking cessation clinic.
WP549944	New Devon Clinical Commissioning Group	Not applicable		Benefit in kind: to provide support from a Pfizer colleague on social media. The aim being to increase communication and improve overall care for patients.
WP675446	New Milton Health Centre	Financial support: provided to support the review and management of AF patients with the aim of improving patient care.	£4,200	Not applicable

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WP664193	Newtown Health Centre, Birmingham	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with Non-valvular atrial fibrillation with the aim of improving patient care.
WP616482	NHS Ayrshire and Arran	Not applicable		Benefit in kind: provided in the form of facilitation to deliver improved patient diagnostic pathway in cardiology.
WP518428	NHS Blackpool Clinical Commissioning Group	Not applicable		Benefit in kind: provided in the form of a one day facilitation workshop on business approaches to clinical improvement to support the development of a diabetes education project and drive improvement in patient care.
WP495060	NHS Doncaster Clinical Commissioning Group	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care
WP697009	NHS Dorset Clinical Commissioning Group	Financial support: provided to fund a "Train the Expert" meeting with PRIMIS on GRASP-AF Staff members of the Clinical Commissioning Groups were introduced and trained on the GRASP Audit Toolkit.	£990	Not applicable
WP670063	NHS Dorset Clinical Commissioning Group	Not applicable		Benefit in kind: to support a three day workshop in breast, colorectal and prostate cancer. To support clinical teams review their patients' pathway.
WP436058	NHS East Sussex Stop Smoking Service East Sussex Healthcare Trust	Not applicable		Benefit in kind: provided in the form of excel support to assimilate an excel based database of information to enable an overview of their business. The aim is improve overall patient care.
WP497433	NHS England Northern England Strategic Clinical Network	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care.
WP483793	NHS Fife	Financial support: to NHS Fife for an immunization project with patients who have Rheumatoid Arthritis (RA) Implement National guidance from both the Department of Health and British Society of Rheumatology recommending influenza vaccine (yearly) and pneumococcal vaccines (5 yearly if immunosuppressed) to all appropriate patients.	£8,000	Benefit in kind: to provide marketing support from a creative agency to develop a campaign for rheumatology patients to improve uptake of the influenza vaccination.

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WP652929	NHS Gloucestershire Clinical Commissioning Group	Not applicable		Benefit in kind: to support the development of bespoke Right Route Right Care & Medicines Optimisation materials to improve patient access to new services of medication optimisation across Gloucestershire.
WP520255	NHS Greater Glasgow and Clyde	Not applicable		Benefit in kind: provided in the form of facilitation of a workshop to promote NHS Greater Glasgow and Clyde smoke free service.
WP661274	NHS Greater Glasgow and Clyde	Not applicable		Benefit in kind: provided in the form of a workshop on change management to NHS Greater Glasgow and Clyde.
WP494918	NHS Sheffield Teaching Hospitals NHS Foundation Trust	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care.
WP666952	NHS Tayside, Perth	Not applicable		Benefit in kind: provided in the form of a half day facilitation skills workshop on 'promote your service'
WP606291	Norfolk & Norwich University Hospital Trust	Financial support: to support the Smoke free Project at Norfolk & Norwich University Hospital Trust this aims to make the site smoke free for all staff patients and visitors.	£1,000	Benefit in kind: to provide the CLOCKS campaign materials designed to be used in hospital and secondary care settings. The programme is comprised of a CD containing the artwork for patient materials.
WP486749	Norfolk and Norwich University Hospital NHS Foundation Trust	Financial support: was provided to allow two development workshops to run for senior pharmacists in the Trust.	£4,500	Not applicable
WP512535	Norfolk Community Health & Care Trust	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leaf pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP531556	North Bristol NHS Trust	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma Kinase (ALK) positive NSCLC using CE marked testing kits.	£15,000	Not applicable
WP480760	North Cumbria Acute Hospitals NHS Trust	Financial support: for rheumatology department to develop smoking cessation materials to signpost patients to the local stop smoking service to encourage smoking cessation.	£2,000	Benefit in kind: to provide campaign materials



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WP480149	North East Lincolnshire County Council	Not applicable		Benefit in kind: provided in the form of data and analysis. The analysis is carried out through a toolkit using publicly available data. This MEGS aims to benefit the NHS by increasing Health Care Professionals understanding of local data to identify opportunities to improve patient care
WP694840	North Somerset Clinical Commissioning Group	Not applicable		Benefit in kind: for the provision of Right Route Right Care materials with the customer's logo inserted.
WP471722	North Somerset Stop Smoking services	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP468089	North West Surrey Clinical Commissioning Group	Financial support: provided to North West Surrey Clinical Commissioning Group to support the implementation of their Prescribing Advisory Database (PAD Website) to engage healthcare professionals to utilise the database leading to an increased uptake of clinical guidelines.	£700	Not applicable
WP379167	Northern Genetics Service	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma Kinase (ALK) positive NSCLC using CE marked testing kits.	£500	Not applicable
WP657511	Northern Lincolnshire & Goole Foundation Trust	Financial support: for the funding for the printing costs of the Rheumatoid Arthritis (RA) smoking materials to be used in the Rheumatology department. The objective is to raise awareness of the link between RA and smoking.	£2,205	Benefit in kind: to provide campaign materials
WP512537	Norfolk Community Health and Care Trust	Not applicable		Benefit in kind: to provide the CLOCKS campaign materials designed to be used in hospital and secondary care settings. The programme is comprised of a CD containing the artwork for patient materials.
WP520106	Northumberland County Council	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP464984	Nottingham University Hospital	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma Kinase (ALK) positive NSCLC using CE marked testing kits.	£28,320	Not applicable

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WP483483	Nottingham University Hospital NHS Trust	Financial support: for the development of a pediatric rheumatology patient held record application. To improve overall patient experience, support transitional care, aid research and provide a database for clinicians.	£45,000	Not applicable
WP652927	NPA (National Pharmacy Association)	Not applicable		Benefit in kind: for the development of Medicines Optimisation scratch cards for National Pharmaceutical Association to distribute to its members to support Medicine Use Reviews and New Medicine Service Review to improve health outcomes of patients.
WP487658	Nuffield Department of Orthopedics, Rheumatology and Musculoskeletal Sciences	Financial support: to support data transfer.	£30,000	Not applicable
WP594726	Oak Tree Surgery, Bridgend	Financial support: provided to support the review and management of AF patients. The aim is to improve patient care.	£1,175	Not applicable
WP338374	Oxford Cancer and Haematology Centre	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma Kinase (ALK) positive NSCLC using CE marked testing kits.	£2,040	Not applicable
WP469117	Oxford Cancer and Haematology Centre	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma Kinase (ALK) positive NSCLC using CE marked testing kits.	£9,750	Not applicable
WP566826	Oxford University Hospital Trust	Financial support: educational grant to support the implementation of a patient quality focused project called 'Innovation Challenge'.	£2,000	Benefit in kind: for four hours of Pfizer time to support the project Innovation Challenge.
WP636534	Oxford University Hospitals NHS Trust	Financial support: towards the cost of logistics, speakers and course materials for the OxMInt programme. At the Oxford Kidney Unit.	£800	Not applicable
WP469579	Parkwood Drive Surgery	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.

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WP437967	Peelhouse Medical Plaza	Financial support: to support the management and review of patients with NVAF. The review was performed by Inspira Health Solutions Ltd.	£6,375	Not applicable
WP503173	Pennine Acute Hospital NHS Trust	Not applicable		Benefit in kind: to provide the Biologics Audit Toolkit to be used by the Rheumatology team to assess compliance with NICE and to monitor their use of biologics.
WP640709	Pennine Acute Hospitals NHS Trust	Not applicable		Benefit in kind: Three Business Approaches for Clinical Improvement workshops held across two meeting dates for the Orthopaedic Department Senior Registrars.
WP646496	Pennine Acute Hospitals NHS Trust	Not applicable		Benefit in kind: Three Business Approaches for Clinical Improvement workshops held across two meeting dates for the Orthopaedic Department Senior Registrars.
WP467503	Pennine Care NHS Foundation Trust	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP445119	Pennine Care NHS Health Improvement Team	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP488621	Plane Trees Surgery	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP488081	Plymouth Hospitals NHS Trust	Financial support: to implement the Biologics Toolkit and audit 800 patients.	£8,000	Benefit in kind: provided through the provision of Pfizer's Biologics Audit Tool to support improved monitoring of biologic patients in line with NICE guidelines.

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WP586130	Portsmouth Clinical Commissioning Group	Financial support: to develop and deliver a Toolkit to enable GPs and HCPs support patients through their atrial fibrillation care pathway in line with NICE and ESC guidelines	£5,000	Benefit in kind: to provide project management and stakeholder engagement consultancy services.
WP574446	Portsmouth Hospital NHS Trust	Financial support: provided to support protocol development to improve management of Non Valvular Atrial Fibrillation leading to improvements in patient care.	£5,000	Not applicable
WP444434	Provide, St Peters Hospital	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP527457	Provide, Central East Community Services, Mid Essex	Not applicable		Benefit in kind: to provide facilitation in order to support the engagement of making Every Contact Count champions across the Mid Essex health economy.
WP501146	Public Health Directorate, Hertfordshire County Council	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP494530	Public Health England Liverpool	Not applicable		Benefit in kind: to provide an afternoon training workshop on commercial skills for the screening and immunisation team at Public Health England Merseyside.
WP505768	Public Health England & Wiltshire	Not applicable		Benefit in kind: to provide Public Health England with Pfizer disease awareness materials that includes the Public Health England logo and details. The materials were used as part of their school awareness programme.
WP455153	Queen Elizabeth Hospital	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£414,840	Not applicable
W533632	Queens Hospital,	Financial support: to improve the capture of patient data using the Biologics Audit Toolkit.	£2,000	Benefit in kind: to provide the Biologics Audit Tool

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WP488628	Rosegarth Surgery Halifax	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP458630	Royal Liverpool and Broadgreen Hospitals	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£21,940	Not applicable
WP465808	Royal Surrey County Hospital	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£4,300	Not applicable
WP527001	Salford Royal Hospital	Financial support: to support the Rheumatoid Arthritis team to develop smoking cessation materials which will sign post patients to the local stop smoking service. This will improve patient outcomes.	£2,000	Benefit in kind: to provide campaign materials
WP477474	Scottish Early Rheumatoid Arthritis Group	Financial support: to the Scottish Early Rheumatoid Arthritis Group to run a study day for their project on creating a biobank.	£1,680	Not applicable
WP587792	Scottish Rheumatology Ultrasound Group	Financial support: for a regional expert in ultrasound to deliver one to one training to Scottish Rheumatology Ultrasound Group Mentors, working in their own unit across various health boards in Scotland.	£8,000	Not applicable
WP588200	Scottish Rheumatology Ultrasound Group	Financial support: to the Scottish Rheumatology Ultrasound Group to enable them to award a bursary for a mentor. The mentor will attend a range of advanced ultrasound training courses. The recipient chosen by the group will be expected to share their increased knowledge and skills to other health care professionals which will improve patient care.	£1,500	Not applicable

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WP543630	Sheffield Children's Foundation Trust	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£29,880	Not applicable
WP452025	Sheffield Children's Foundation Trust	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£57,060	Not applicable
WP456082	Shrewsbury and Telford Hospitals NHS Trust	Financial support: to provide support for the production of health care professional materials aiming to improve overall patient care in urology	£4,500	Not applicable
WP424649	Shropshire Community Health Trust	Not applicable		Benefit in kind: provided in the form of facilitation of the Business Case Development workshop. The aim is to support the continence team to improve patient care.
WP637321	Sketty Surgery, Swansea	Financial support: provided for the purchase of carbon dioxide monitors to improve delivery of smoking cessation services. The aim being to improve patient care.	£480	Not applicable
WP471499	Smokefree Bristol	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP557504	Smokefree Ealing, West London Mental Health Trust	Not applicable		Benefit in kind: to provide a business analysis Toolkit to Smokefree Ealing to support their increased engagement with primary care for smoking cessation management.
WP467759	Smokefree Ealing, West London Mental Health Trust	Not applicable		Benefit in kind provided in the form of a data analysis tool. The tool uses publicly available data and aims to benefit the NHS through HCPs having an increased understanding of local data to understand variation and identify potential barriers to improving health care.
WP509302	Smokefree Life Camden Solutions 4 Health	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.

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WP426504	Society of Endocrinology	Financial support: the Society of Endocrinology Audit to develop appropriate training programme to implement the result of their audit.	£5,134	Not applicable
WP568449	South East Staffordshire & Seisdon Peninsular Clinical Commissioning Group	Financial support: for the development of a newly formed Medicines Management Team. The funding will enable the external sourcing of a facilitator.	2,000	Not applicable
WP534505	South Eastern Hampshire Clinical Commissioning Group	Financial support: to develop and launch a Toolkit to enable GPs and HCPs to support patients through their care pathway.	£5,000	Benefit in kind: to provide project management and stakeholder engagement service.
WP512391	South Manchester Clinical Commissioning Group	Financial support: provided to enhance the knowledge and skills of the practices involved in identifying, managing and treating patients with atrial fibrillation. With the aim of improving patient outcomes from strokes.	£10,455	Not applicable
WP477373	South Tees NHS Foundation Trust	Not applicable		Benefit in kind: facilitation skills to be provided to the chronic heart disease specialist nurses in community care, to help promote their services with other health care professionals.
WP488045	Southend-on-Sea Borough Council	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP504358	Southend University Hospital NHS foundation Trust	Financial support: for the development of a six month pilot for an anticoagulation service.	£4,721	Not applicable
WP449290	Southern Health NHS Foundation Trust	Not applicable		Benefit in kind: provided in the form of a business analysis Toolkit to support increased engagement with primary care for smoking cessation.
WP426766	Southern Health NHS Foundation Trust	Not applicable		Benefit in kind: to provide the CLOCKS campaign materials designed to be used in hospital and secondary care settings. The programme is comprised of a CD containing the artwork for patient materials.

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WP512000	Spring Gardens Group Medical Centre, Worcestershire	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP682204	Springfield Road Surgery, Belfast	Financial support: provided to enable identification of 'at risk patients' of atrial fibrillation to ensure optimal management of their care.	£600	
WP513659	St James Hospital Leeds	Financial support: to Leeds Teaching Hospitals Trust (St James's University hospital), for the development of supporting materials for immunocompromised patients to support the management and recording of vaccinations.	£13,000	Benefit in kind: for the provision of marketing support by regional marketing manager to develop materials.
WP629327	St Marks Medical Centre	Financial support: provided to support the review and management of patients with non valvular atrial fibrillation. The support was used to fund the service provided by Inspira Health Solutions Ltd.	£7,910	Not applicable
WP583537	St Mary's Hospital, London	Financial support: to review the percentage of vaccination uptake in children with sickle cell disease and cancers.	£25,000	Benefit in kind: to provide project management skills.
WP465811	St Thomas' Hospital, London	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£10,320	Not applicable
WP493475	St Helens Hospital	Financial support: to provide a data entry clerk for the inputting of data into Biologics Audit Tool.	£1,800	
WP487876	St Helier Hospital	Financial support: for the Rheumatology team at St Helier to develop a Smoking and Rheumatoid Arthritis campaign, developing materials to go on to the NRAS website.	£2,000	Benefit in kind: to supply campaign materials



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WP541083	Stobswell Medical Centre,	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP473951	Stockport NHS Foundation Trust	Financial support: for the audit of patient care including compliance with NICE technology appraisals for biologics.	£6,750	Not applicable
WP638352	Strategic Clinical Network NHS England	Not applicable		Benefit in kind: provided in the form of two hours of facilitation skills provided to the Strategic clinical network.
WP478261	Sunderland Royal Hospital	Not applicable		Benefit in kind: to support the Pain Team through facilitation skills to scope out the next steps of service.
WP615518	Surrey and Sussex NHS Healthcare Trust	Financial support: consisting of CLOCKS campaign designed to be used in hospital and secondary care settings. The programme is comprised of a CD containing the artwork for patient materials.	£1,000	Benefit in kind: to supply CLOCKS campaign materials.
WP589853	Surrey County Council	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP489157	Tameside Hospitals NHS Foundation Trust	Financial support: for rheumatology department for a data entry clerk for the Biologics Audit Toolkit.	£4,400	Benefit in kind: to supply campaign materials
WP534298	The Coppice Surgery and Angmering Medical Centre	Not applicable		Benefit in kind: provided in the form a Case Notes Review programme with the aim of improving management of Heart Failure to improve patient care.
WP599449	The Family Surgery, Southport	Financial support: provided to support the management and review of patients with NVAF The review was performed by Inspira Health Solutions Ltd, an organisation with specialist expertise.	£1,275	Not applicable

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WP467278	The Royal Marsden NHS Foundation Trust	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£70,200	Not applicable
WP523460	Torbay & South Devon Healthcare Trust	Financial support: provided to enable a multi-disciplinary team to visit the Netherlands and share best practice in the area of stroke care.	£1,562	Not applicable
WP686846	Totton Health Centre Southampton	Financial support: provided to support the review and management of Atrial Fibrillation patients.	£3,573	Not applicable
WP533318	UK Haemophilia Centre Doctor's Organisation	Financial support: to upgrade existing smartphone technology used in the recording of treatment and outcome data for patients with haemophilia via the Haemtrack Application.	£56,590	Not applicable
WP454467	United Lincolnshire Hospitals	Financial support: to raise awareness of early rheumatoid arthritis in line with the new NICE Quality Standards.	£6,000	Not applicable
WP465290	University College London Advanced Diagnostics	Financial support: for ALK Testing which enhances patient care by carrying out diagnostic testing to find adults with Anaplastic Lymphoma kinase (ALK) positive NSCLC using CE marked testing kits.	£110,200	Not applicable
WP513568	University Hospital of North Midlands	Not applicable		Benefit in kind: to support the assessment of the Stafford Hospital Renal service to understand clinic capacity and waiting times.
WP476537	University Hospital of Southampton NHS Foundation Trust Pharmacy Department	Financial support: for the training of the pharmacy department in communication skills, for the benefit of patients.	£2,191	Not applicable
WP475390	University Hospital of Southampton NHS Foundation Trust	Financial support: to support the internal awareness of the use of antibiotics by healthcare professionals within University Hospital NHS Foundation Trust.	£250	Not applicable
WP522211	University Hospital South Manchester	Not applicable		Benefit in kind: for producing a report and subsequent redesign of Lung and Haematology Chemotherapy Service, to enhance productivity and patient experience.
WP503363	University Hospitals Birmingham NHS Foundation Trust	Financial support: to support the assessment of the current surgical service. Stakeholder identification and marketing plan development using the Business Approaches to Clinical Improvement workshops delivered by the Key Account Manager.	£10,000	Benefit in kind: Key Account Manager to work with University Hospital Birmingham with re-branding and producing patient materials.

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WP511868	University Hospitals Birmingham NHS Foundation Trust	Financial support: to support University Hospitals Birmingham Trust set-up a vaccination clinic for immunocompromised patients with haematological malignancies.	£15,000	Benefit in kind: to provide a Market Development Manager's time in supporting the development of a business case for a vaccination clinic with templates this also includes work with an agency to develop patient materials.
WP581841	University Hospitals Birmingham Trust	Financial support: for the printing of patient awareness materials to support the vaccination clinic. The materials will provide information on the importance of immunisation and vaccines.	£5,000	Not applicable
WP595640	University Hospitals of Leicester	Financial support: for a service evaluation of fungal biomarker testing vs standard microscopy and culture for directed antifungal therapy for invasive fungal disease in patients with haematological malignancies and stem cell transplantation at UHL.	£5,500	Not applicable
WP612327	University Of Edinburgh	Financial support: provided for an educational workshop on Hypothalamic Disease Development.	£1,000	Not applicable
WP690775	Victoria Road Surgery, Aston	Not applicable		Benefit in kind: provided in the form of The GRASP-AF Toolkit, an audit Toolkit to support identification of patients with Non-valvular atrial fibrillation with the aim of improving patient care.
WP544765	Vitality (North East London Foundation Trust)	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP461067	Vitality Partnership	Financial support: Vitality Partnership to support a project on 'marketing your service'.	£10,000	Benefit in kind: to provide support from Customer Marketeer.
WP485216	Wakefield Stop smoking service	Financial support: to provide material to implement a successful ENHANCE campaign.	£600	Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.

## Medical and Educational Goods and Services (MEGS) Report 2014

Project Reference Number	Recipient Organisation	An outline of the project which Pfizer's Medical and Educational Goods and Services grant supported	Financial amount paid by Pfizer to the recipient organisation	Benefit in kind: provided to the recipient organisation by Pfizer
WP457432	Warwickshire Stop Smoking Service	Financial support: provided to support improved footfall into the Stop Smoking service through the use of Boston Matrix data profiling to evaluate practice performance. The aim being to improve access for patients to specialist services.	£3,000	Not applicable
WP510901	Waterloo Medical Centre, Blackpool	Not applicable		Benefit in kind: ENHANCE in Practice provided in the form of a support programme that is designed to help those involved in the provision of smoking cessation services develop an action plan and the tools to identify, engage and support patients. The tool is provided as materials packs consisting of leave pieces, user guides, patient materials. The aim for the toolkit is to successfully engage smokers with long-term conditions and motivate them to quit.
WP449360	West Hants Clinical Commissioning Group	Financial support: to develop a training package for the practice pharmacist team.	£1,248	Benefit in kind: to provided project management services.
WP518562	Whipps Cross Hospital	Financial support: to support the development of an internal patient information booklet to improve Patient care.	£5,000	Not applicable
WP552350	White Rose Medical Centre, Gwent	Not applicable		Benefit in kind: provided in the form of a Case Notes Review programme with the aim of improving the management of heart failure .
WP529415	Wirral Clinical Commissioning Group	Financial support: to pay for external consultant to support the team in service re-designs.	£4,000	Not applicable
WP419898	Worcestershire County Council	Not applicable		Benefit in kind: provided in the form of facilitation of business case development workshop. The aim to support a smoking cessation Patient Group Directive.
WP424325	Worcestershire County Council			Benefit in kind: provided materials for the smoking cessation campaign across Shrewsbury and Telford hospitals.
WP596268	Wrexham Maelor Hospital	Financial support: to fund data entry into the audit Toolkit.	£8,400	Benefit in kind: to supply an audit Toolkit for the Rheumatology team to assess compliance with NICE.