



Asia  
Pacific  
Sepsis  
Alliance

# **Sepsis** Australia

## **Education program and sponsorship prospectus 2023/24**

Sepsis, resuscitation, antimicrobial stewardship and resistance,  
and fluid management series (v1.0)



The George Institute for Global Health

Sepsis Australia

Asia Pacific Sepsis Alliance

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## Introduction

Sepsis is a time-critical medical emergency that arises when the body's response to an infection damages its own tissues and organs leading to organ failure. If not recognised promptly and treated sepsis results in avoidable death and disability. The best estimate of the burden of sepsis is that there were 49 million sepsis cases and 11 million deaths globally in 2017, with 55,000 of those cases and 8,700 deaths occurring in Australia.<sup>1</sup> In May 2017, the World Health Organisation (WHO) declared sepsis as a global health priority, and in response, Sepsis Australia produced the *Stopping Sepsis National Action Plan*.<sup>2</sup> More broadly, the Asia Pacific Sepsis Alliance (APSA) is using this framework to support countries in the region to develop and implement national sepsis action plans that address the local context in low, middle and high income countries.<sup>3</sup>

Early detection, appropriate antibiotics and fluid resuscitation, and organ support therapies are currently the only interventions that unequivocally reduce death and disability from sepsis. Central to clinical effectiveness and improving outcomes is clinician education on sepsis recognition, antimicrobial stewardship and resistance, and fluid management. In Australia and the Asia Pacific region, there is limited sepsis education or professional development programs available for medical undergraduates, postgraduates or practicing clinicians. Sepsis Australia and APSA, in collaboration with national, state and territory, health professional organisation and industry partners, is well placed to deliver a comprehensive program spanning primary, acute and critical care health settings.

In 2023/24, the sepsis education program aims to deliver:

1. National (hybrid) conference and roundtable events
2. Sepsis (digital) Pocketbook of sepsis topics from global experts for front line health professionals
3. Online training through the development of a national multidisciplinary sepsis module
4. Sepsis curriculum for undergraduate programs including medicine, nursing and allied health.

We invite you to participate in the Sepsis Education Program, which brings clinicians, professional societies and colleges, educators, researchers and health leaders together in inspiring educational forums. The hybrid face to face and virtual forums will broaden direct engagement opportunities nationally, across the Asia Pacific and globally with our delegates and our sponsorship partners target audience. Value on investment will be realised through broader penetration into markets. For sponsors joining us for the first time, welcome: we trust this will be the beginning of a new long term and mutually beneficial partnership.

Sepsis Australia, APSA and its host organisation The George Institute (TGI) for Global Health will facilitate and deliver the program. Sepsis Australia and APSA support national strategies to tackle sepsis, improve patient outcomes and reducing the burden of sepsis. TGI is an independent medical research institute aiming to improve the health of millions of people worldwide by generating effective, evidence-based and affordable solutions to the world's biggest health challenges. TGI is headquartered in Sydney, with major centres in China, India and the UK, with projects in more than 45 countries and affiliations with world-class universities.

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<sup>1</sup> Rudd K, et al. Global, regional, and national sepsis incidence and mortality, 1990–2017: Global Burden of Disease Study. *The Lancet*. 2020;395:200-211.

<sup>2</sup> ASN. *Stopping Sepsis National Action Plan: a health policy report*. Sydney: The George Institute for Global Health - Australian Sepsis Network; 2017.

<sup>3</sup> APSA Bangkok Declaration <https://www.asiapacificsepsisalliance.org/bangkokdeclaration>

## Acknowledgement

Sepsis Australia and APSA sincerely appreciate the financial support provided by our sponsorship partners for sepsis related events. To date this support has enabled APSA and Sepsis Australia to achieve a much broader reach and a greater impact on education for clinicians, health services and the community.

## Our audience

The Sepsis and APSA education program provide forums for our strong multidisciplinary clinical networks, collaborating organisations and research and academic communities in Australia and the Asia Pacific to connect, share knowledge and learn. Previous education meetings and events have attracted 200 + registered delegates who also provide a contact point for their individual local networks to participate and benefit from the curriculum provided. APSA and Sepsis Australia spans primary care, emergency, acute and critical care settings and is multidisciplinary for medical, nursing and allied health professionals. The APSA network includes active participants in its Research, Advocacy, Guidelines and Quality Workgroups from:

- Australia
- Bangladesh
- Bhutan
- Fiji
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Mongolia
- Nepal
- New Zealand
- Pakistan
- PNG
- Philippines
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

Globally, The George Institute has extensive engagement and exposure opportunities through its 700+ employees; students; affiliations with UNSW, Peking University Health Science Centre and Imperial Collage London; ongoing programs and research projects in 45 countries; and its high impact with 8000+ publications and academic outputs. Current metrics include:

- Twitter - Sepsis Australia 1101 and TGI 14,600 followers
- Facebook – Sepsis Australia 1018 and TGI 4,546 followers
- LinkedIn – TGI 8,513 followers

Continulus ([www.continulus.com/](http://www.continulus.com/)) is the Sepsis Australia and APSA provider for on demand digital education services. Continulus is first-and-foremost an online learning platform providing access to world-class continuing medical and nursing education. Courses are certified by The CPD Certification Service ([www.cpduk.com](http://www.cpduk.com)), a global Continuing Professional Development body recognised in all European countries, UAE, USA, Thailand, Philippines, India, Africa, Australia, and Canada. The platform is free of advertising other than acknowledgement of partners and sponsors who can include links to their industry specific content and resources.

## Sponsorship benefits

The hybrid face to face and virtual format of the sepsis education program has many overarching benefits including:

- PRESENCE – demonstrated commitment by industry through support of the clinical community and engagement with global experts
- ACCESSIBILITY - the virtual space is infinite, it can increase our attendance by removing travel times for some delegates, on demand availability and expanded audience reach, enhancing brand recognition on a potential global scale.
- ON DEMAND - creates longitudinal value and allows our attendees & sponsors an ongoing opportunity to learn and engage post event.
- EDUCATION – an exchange of knowledge on what is actually what is happening in the clinical setting, trends and challenges, and how industry can be involved.
- CONTRIBUTION - invaluable and diverse contributions from world class clinical, academic and research leaders.
- PROMOTION – share information on research based product development and innovation with the undivided attention of your target audience, and the potential to secure leads with key professional influencers.
- SUSTAINABILITY - reduces our carbon footprint.

Sponsors will be acknowledged for their support:

1. On all promotional materials and correspondence
2. Across the APSA, Sepsis Australia, TGI and event websites
3. During welcome and introduction sessions
4. Logo branding on program and presentation materials
5. Logo branding on the Continulus on demand digital platform
6. In event evaluations and reports including logo.

Sponsorship recognition will emphasise APSA and the Sepsis Australia's independence in determining the educational content, speakers and attendees.

Benefits will be realised through:

- Access to and engagement with multidisciplinary health professional networks both nationally across Australia and the Asia Pacific region through the Sepsis Australia Network and The George Institute for Global Health
- Recognition of sponsoring partner credibility by supporting the provision of clinical education across an extensive range of health care specialities on sepsis, antimicrobial stewardship and resistance, fluid resuscitation and associated clinical care
- Sponsor product information and resources will be available from within the on demand platform for users to discover and promote to their respective clinical communities
- Links to sponsors website will be provided to promote online traffic and engagement
- Sharing of digital engagement analytics & platform utilisation (de-identified but with information on the audience, such as professional discipline and clinical speciality)

- Potential to facilitate relevant research through the relationships built with end user health care professional networks
- Forging an ongoing long-term industry, clinical and academic collaborative partnership to provide a dynamic education program that facilitates evidence based best clinical practice and the improvement of patient outcomes.

Achieving these benefits will subject to APSA and the Sepsis Australia maintaining its independence in determining the educational content, resources, speakers and program participants.

## Sponsorship opportunities

Three sponsorship partnerships are available according to the level of support provided. However, the scope of sponsorship partnerships and specific elements is completely negotiable to allow tailoring of sponsorship commitments as required. Costs are based on a non-profit service model. All sponsorship benefits described above are included in each tier with additional benefits specified for each tier:

1. Premium partner<sup>4</sup>:
  - Sepsis Digital Pocketbook, APSA Symposium, National Symposium and Grand Rounds
  - Cost \$140,000 AUD
  - Additional specific benefits include:
    - Dedicated presentation session (live or pre-recorded) at each event (x10)
    - Dedicated networking session at conference and roundtable events (X3)
    - Show a short company video (2-3 min) also hosted on event websites
    - 10 x delegate registrations at all events
    - Virtual and physical exhibition at conference and roundtable events (X3)
    - Delegate list provided prior to the conference and roundtable seminar events, with regular updates (This list will contain name, organisation, and email address of those who have elected to be included).
2. Premium partner<sup>4</sup>:
  - APSA Symposium, National Symposium and Grand Rounds
  - Cost \$90,000 AUD
  - Additional specific benefits include:
    - Dedicated presentation session (live or pre-recorded) at each event (x5)
    - Dedicated networking session at conference and roundtable events (x3)
    - Show a short company video (2-3 min) also hosted on event websites
    - 10 x delegate registrations at events (x3)
    - Virtual and physical exhibition at conference and roundtable events (X3)
    - Delegate list provided 2 weeks prior to the hybrid conference and roundtable seminar events, with regular updates. (This list will contain name, organisation, and email address of those who have elected to be included).

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<sup>4</sup> Please note: More than one sponsor may be engaged for sepsis symposiums, sepsis pocketbook, online training module and sepsis education curriculum

3. Valued partner (options):
- Option 1 Sepsis Digital Pocketbook lecture series
    - Cost \$50,000 AUD (full sponsor), \$25,000 AUD (part sponsor)
    - Additional specific benefits include:
      - Dedicated welcome and introduction session (live or pre-recorded) at each event (x3)
      - Link a short company video (2-3 min)
  - Option 2 National sepsis e-learning multidisciplinary online training module
    - Cost \$50,000 AUD
    - Additional specific benefits include:
      - Link a short company video (2-3 min)
      - Extensive on demand audience engagement
      - Module embedded in National sepsis education and professional development curriculum
  - Option 3 National sepsis education curriculum
    - Cost \$50,000
    - Additional specific benefits include:
      - Extensive national engagement with clinicians in training
      - Extensive engagement with the tertiary education sector, clinical colleges and professional societies

**Sponsorship of individual program components, sessions or events is also very welcome with the associated relative benefits determined on negotiation.**

## Assumptions

APSA and Sepsis Australia understands industry sponsors must comply with the Medicines Australia Code of Conduct (MA Code) when providing financial support which requires:

1. The third party organising the educational meeting should independently determine the educational content, select the speakers and invite the attendees.
2. The primary objective of the event must be to enhance medical knowledge and the quality use of medicines in Australia.
3. The event venue must be suitable for medical education and learning and must be able to withstand public and professional scrutiny.
4. The level of hospitality at the event must be moderate, conform with professional and community standards of ethics and good taste and be able to successfully withstand public and professional scrutiny.
5. No entertainment may be provided except at conference events, where incidental entertainment may be acceptable, provided it is not the focal point or main attraction.
6. Sponsorship is for the benefit of registered delegates only and may not be used for the benefit of any other person or people such as the partner(s) or family member(s) of registered delegates.
7. Sponsorship will be reported to Medicines Australia and included in a Medicines Australia report that is published online.



## Education strategy detail

The Education Strategy for 2023/24 encompasses sepsis epidemiology, pathophysiology, recognition, diagnosis and management, antimicrobial stewardship and resistance, and fluid management subject areas. The program will leverage epidemiological and public health trends (e.g. COVID-19), evidence based clinical best practice, findings from high quality research, and innovative translations of research into practice, policy and training.

The format will include hybrid face to face and virtual education events, development and launch of an online training module, and development of a multidisciplinary undergraduate national curriculum on sepsis, antimicrobial stewardship and resistance, fluid resuscitation management and relevant clinical care in primary, emergency, acute and critical care settings.

The dedicated on-demand multi-media learning platform and clinician hub provided by Continulus will host webinar lectures, conference presentations and proceedings, podcasts, online courses and training modules. Functionality includes bespoke multi-camera angle video tutorials, note-taking functions, discussion forums and ability to export completion certificates and learning summaries for CME/CPD professional development portfolios. The platform will also have links to our professional partners education events and resources. Professor Simon Finfer AO, APSA and Sepsis Australia Director, is a current Continulus presenter on critical care related topics including sepsis, antimicrobial management and fluid resuscitation to a global audience.

Currently there is no funding stream for the program with The George Institute providing internal resources, in kind contributions and redirected residual funds from other programs, when available, to support APSA and the Sepsis Australia.

### Sepsis education program activities

The sepsis education program will be comprised of concurrent streams. Appendix 1 provides a preliminary schedule of events which is subject to detailed planning and pending COVID-19 related restrictions. Table 1 provides the breakdown of associated activities and estimated costs for the program. All content from events, lecture series, online training and education curricula will be accessible via the centralised platform, hub and portal managed by Continulus. An enterprise licence to provide free access for Australian, Asia-Pacific and global audiences has been negotiated for 2021/2 with costs built into the proposed budget in Table 1. This strategy will embed the program into business-as-usual education and professional development for clinicians. In 2022/23, a subsidised subscription model will be explored.

#### Sepsis pocketbook and symposiums

##### 1. Sepsis pocketbook and sepsis grand rounds:

- On-demand sepsis digital platform including a sepsis curriculum of lectures from global subject matter experts and national sepsis grand rounds (topics TBC).
- The lecture series will incorporate virtual sessions the quarterly national sepsis grand rounds hosted by the Sepsis Australia in collaboration with The Alfred Hospital in Melbourne.

- The audience will encompass medical and health faculty students, multidisciplinary clinicians from primary, emergency, acute and critical care settings.
- Topics will be primarily focused on evidence based best clinical practice including, for example, diagnostics, sepsis management, clinical deterioration, fluid resuscitation and goal directed therapies, antibiotic management and escalation choices for critical illness, and sepsis pharma-therapeutics including steroids and other regimes.

## **2. National Sepsis Symposium - Action Plan Roundtable & Education Seminar**

- Full day hybrid virtual meeting being held at The George Institute for Global Health
- 100-250 (multidisciplinary) attendees representing regional, national and state health services, professional societies and clinical colleges, academic and research institutions, and sepsis survivors and their families.
- Event focus:
  - 5-year strategic review of the Stopping Sepsis National Action Plan (2018) recommendations and the associated education on recognition and clinical management. See: [www.australiansepsisnetwork.net.au/news/stopping-sepsis-national-action-plan](http://www.australiansepsisnetwork.net.au/news/stopping-sepsis-national-action-plan)
  - Implementation of the national Sepsis Clinical Care Standard (June 2022) for health services accreditation.

## **3. World Sepsis day Sepsis Conference**

- Hybrid face to face and virtual meeting coinciding with World Sepsis Day 13 September each year.
- 300+ clinician attendees from primary, emergency, acute and critical care settings
- Event focus is on front-line clinicians with dedicated topic streams on clinical practice, antibiotic therapy, stewardship and resistance, fluid resuscitation, models of care, COVID-19, research and quality improvement.
- There is currently no funding stream for the conference with resources contributed in kind, where possible, by the convening organisations.

## **4. Asia-Pacific Sepsis Alliance Symposium**

- Full day hybrid face to face and virtual meeting (subject to COVID restrictions) involving 23+ countries across the Asia Pacific in Singapore (2023) in conjunction with the Asia Pacific Intensive Care Symposium (APICS)
- 100+ attendees representing national health services, professional societies and clinical colleges, academic and research institutions.
- Event focus is to progress research, advocacy and clinical quality initiatives, provide medical education and the development of national action plans.
- Sepsis Australia provides program support for the Asia Pacific Sepsis Alliance which is an entity of the Global Sepsis Alliance, please see: <https://www.asiapacificsepsisalliance.org/>

Sponsor funding would subsidise costs for the venue, hosting, logistics, on demand digital platform and low and middle income countries participant costs.

## On demand digital platform enterprise licence and hosting

Access to the Continulus on demand digital platform is based on a user pays model in high income countries that also subsidises free access for clinicians working in lower to middle income countries. An open access enterprise licence has been negotiated that will encourage user uptake across the Asia Pacific to embed the platform in both formal and ongoing professional education. Content management, hosting, maintenance, scaling and ongoing development of the sepsis platform by Continulus incurs a monthly cost.

## Online training module

APSA and Sepsis Australia are planning for the development and deployment of a dedicated online sepsis multidisciplinary training module that would complement deteriorating patient training and be accessed via a portal hosted on the Continulus on demand digital platform. To develop the module, we will partner with the NSW Health Education and Training Institute (HETI)<sup>5</sup> which provides high quality training and education to support more than 110,000 clinical and non-clinical staff, trainers, managers and leaders across the health system. The comprehensive development process undertaken by HETI is illustrated in Appendix 2. National deployment is made possible by a nationally consistent online education module development standard that applies across the states and territories. Sponsorship can be identified on the program interface to end users.

## National sepsis education curriculum

Education programs exist for clinical deterioration, however specific education on early recognition of sepsis, timely intervention, clinical management and post sepsis care are lacking. This is evident in the undergraduate curriculums for medical and nursing students who are most likely to encounter a patient in the early stages of sepsis where the potential for improving patient outcomes is greatest.

To address this educational need, we intend to partner with a professional curricula development service, to develop an undergraduate curriculum that would leverage the online training module through the on demand digital platform. Services provided by James Cook University<sup>6</sup> are currently under consideration. Through existing academic partnerships, the curriculum and access to digital resources will be deployed at cost to the end user. The curriculum would link to existing high quality resources across the Asia Pacific region for professional development.

Significant improvements in patient outcomes are possible through this education program which will advocate for evidence based and effecting sepsis care through enhanced recognition and judicious antimicrobial therapy, fluid management supportive care.

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<sup>5</sup> <https://www.heti.nsw.gov.au/about-heti>

<sup>6</sup> <https://www.jcu.edu.au/learning-and-teaching/teaching@jcu/curriculum-framework/curriculum-design-process-and-resources>

# Appendix 1 Sepsis Education Schedule 2024

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Sepsis Pocketbook Series Grand Rounds Events and Forums TBC		<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, COVID, AMS/AMR</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, COVID, fluid resuscitation</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, early recognition, diagnostics and treatment priorities</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, COVID, research updates and management controversies</p>	<p>CPD Digital Lecture Virtual live stream &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, steroids, fluids &amp; Vit C</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, research updates, novel diagnostics and management controversies</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, research updates, novel diagnostics and management controversies</p>	<p>Asia-Pacific Sepsis Alliance Symposium (Singapore)</p> <p>Hybrid face to face and virtual forum</p>	<p>World Sepsis Day 13th Sept</p> <p>Two week lead up program of education and awareness activities</p> <p>Sepsis National Symposium Hybrid face to face and virtual forum</p>	<p>CPD Digital Lecture Virtual I&amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, COVID, pathways, resuscitation and colloids</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, early recognition, fluid goal directed therapy and vasopressors</p>	<p>CPD Digital Lecture Virtual &amp; on demand presentations, case study and panel discussion</p> <p>Topics: Sepsis, COVID, research updates and management controversies</p>
			<p>CPD Sepsis Grand Rounds (National Face2Face/Virtual) Melbourne</p>	<p>Annual Scientific Meeting of Intensive Care ANZICS/ACCCN</p>	<p>World Sepsis Congress Virtual</p>	<p>CICM 2023 VIRTUAL ASM</p>	<p>CPD Sepsis Grand Rounds (National Face2Face/Virtual) Melbourne</p>		<p>National Sepsis Conference/ # CODA 2022 Melbourne Hybrid face to face and virtual forum</p>		<p>CPD Sepsis Grand Rounds (National Face2Face/Virtual) Melbourne</p>		
Sepsis Online Training Module								Sepsis e-Learning module Development (Deployment 2024)					
Sepsis Education Curriculum								Scoping, subject matter expert consultation, process mapping and business requirements			Specialist curriculum development service (Deployment 2024)		

# Appendix 2 Sepsis Online Training Module

