



American  
Urological  
Association

# AMERICAN UROLOGICAL ASSOCIATION PROGRAM ANNOUNCEMENT

## 2026 S&Q Breakthru! Competition

*Sponsored by Pfizer*

### IMPORTANT DATES

Submission Site Opens: July 27, 2026

Submission Deadline: August 23, 2026, 11:59 p.m. EST

Notification: September 14, 2026

Science and Quality Summit: November 13-14, 2026

**National Headquarters:** 1000 Corporate Boulevard, Linthicum, MD 21090  
Phone: 1-866-RING-AUA • [AUAnet.org](http://AUAnet.org) • [UrologyHealth.org](http://UrologyHealth.org)

## I. FUNDING OPPORTUNITY DESCRIPTION

### A. National Quality Agenda and Strategies for Urologic Practice

The mission of the American Urological Association Education and Research corporation (“AUA”) is to improve practice and patient care by providing affordable quality urologic education. The AUA is a leader in helping to identify gaps in knowledge and communicating urology research needs to key stakeholders in the Urology community. The AUA, through its Science & Quality (S&Q) Program, is excited to announce the launch of the S&Q Breakthru! competition, a leadership development opportunity designed to engage urologists in advancing the National Urology Quality Agenda (NUQA). The AUA has long had a commitment “to promote the highest standards of urological care through education, research and the formulation of health care policy.” AUA’s National Quality Agenda and Strategies for Urologic Practice articulates six priorities and four strategies that will guide our quality activities for the next decade. The priorities represent the most pressing concerns for urology as a whole, while the strategies describe the approaches we will use to address those priorities. Please review the full agenda [here](#).

The S&Q Breakthru! Competition supports innovative, implementation-focused ideas that address priority quality challenges in urology. The program emphasizes practical strategies that enhance patient outcomes, promote equity, improve safety, advance diagnostic excellence, strengthen value, support joy in work, and integrate quality across the specialty.

The AUA S&Q Breakthru! Competition is administered by the AUA Science and Quality division, under the guidance of the AUA Science and Quality Council. The AUA is committed to promoting diversity within the urologic research workforce. The AUA does not discriminate as to age, race, color, gender, religion, sexual orientation, disability, citizenship, or national origin in the employment and promotion of staff or in the selection of participants in the AUA S&Q Breakthru!.

### B. COMPETITION INFORMATION

Urologic research is critically important to advancing patient care and requires a diverse array of talented, dedicated individuals. The S&Q Breakthru! Competition is a competitive innovation stipend designed to support AUA members in advancing practical, high-impact ideas aligned with the NUQA.

- **Award Type:** Competitive Innovation Stipend
- **Finalist Selection:** The top five (5) applicants, as determined through review of written submissions, will be invited to present their proposed idea in a live pitch session at the first annual 2026 AUA Science & Quality (S&Q) Summit.
- **Travel Support:** Complimentary registration, travel and accommodations to attend the S&Q Summit held at the AUA headquarters in Linthicum, MD on November 13-14, 2026 will be provided to each of the five (5) finalists to facilitate in-person participation.
- **Final Award Selection:** One Winner will be selected from the five (5) live pitches by a panel of S&Q leadership.
- **Award Amount:** The Winner will receive an unrestricted \$5,000 stipend to support the initial implementation of the proposed S&Q Breakthru! idea within their practice or professional setting.
- **S&Q Leadership Feedback Session:** The Winner will have the opportunity to participate in an exclusive follow-up meeting with S&Q leadership to discuss and get feedback on their Breakthru! idea including identifying solutions to potential barriers and challenges to implementation and brainstorming ways to maximize their idea impact.

- **Future Presentation Opportunity:** The Winner will be invited to present an update on the implementation progress and early impact of their S&Q Breakthru! project at the 2027 S&Q Summit, providing an opportunity to share outcomes and lessons learned with the broader urology community. Complimentary registration, travel and accommodations to attend the 2027 S&Q Summit will be provided. The Winner also be invited to participate in the S&Q Breakthru! panel as a judge for the 2027 competition.

## C. ELIGIBILITY INFORMATION

### AUA Membership

All AUA members are eligible and encouraged to apply, including residents/trainees, Fellows, APPs, early-stage investigators, and practice managers. Only one submission per person is allowed during a competition year. An AUA member ID will be required during the application process and proof of current membership must be provided to the program administrators prior to the live pitch. Additional information about AUA membership can be found at: <https://www.auanet.org/membership/member-benefits-and-programs>.

## D. The Quality Agenda: The Priorities for the Practice of Urology

AUA's National Quality Agenda and Strategies for Urologic Practice articulates six priorities and four strategies that will guide our quality activities for the next decade. The priorities represent the most pressing concerns for urology as a whole, while the strategies describe the approaches the AUA will use to address those priorities. The Quality Agenda lists the key components researchers can use within the AUA S&Q Breakthru! Competition to structure their pitch.

During the application process, applicants will be asked to designate which NUQA priority(ies) or strategy(ies) their pitch will focus on. Please review the priorities and strategies below with more details available within the NUQA document [here](#).

### NUQA PRIORITIES

- Priority: Addressing Health Disparities and Promoting Equitable Care in Urology**
- Priority: Improving Patient Safety**
- Priority: Enhancing Diagnostic Excellence**
- Priority: Promoting Person-Centered Care**
- Priority: Promoting Value in Urologic Care**
- Priority: Promoting Joy in Work**

### NUQA STRATEGIES

- Strategy #1: Systematically Assess Quality Concerns in Urology**
- Strategy #2: Promote the Science and Practice of Quality Improvement**
- Strategy #3: Integrate and Align Quality Within the Specialty-at-Large**
- Strategy #4: Collaborate with Urology-Adjacent Stakeholders to Promote High-Quality Urologic Care**

## E. ALLOWABLE USE OF AWARD STIPEND

The intent of the AUA S&Q Breakthru! Competition stipend is to provide an unrestricted support to the Winner to cover the costs of initial implementation for a selected AUA S&Q Breakthru! Competition NUQA implementation Project.

## F. DISTRIBUTION OF AWARD STIPEND

The AUA S&Q Breakthru! Competition stipend will be paid directly to the Winner via wire transfer in one installment in December. The AUA does not withhold taxes from stipends (federal withholding, social security, local or state taxes, etc.). Taxes and other withholdings are the responsibility of the awardee.

## II. APPLICATION REQUIREMENTS

### A. GENERAL INFORMATION

The AUA S&Q Breakthru! Competition application process consists of a written application followed by a possible live pitch at the first annual Science and Quality Summit. Applicants should review this Program Announcement in its entirety to understand and begin preparing the required components. Questions on eligibility, application materials, etc. should be directed to the program administrator via email at [sqsummit@auanet.org](mailto:sqsummit@auanet.org).

Applicants are responsible for composing, compiling, and submitting a complete electronic application with supporting documents via the ProposalCentral submission system in advance of submission deadlines. Submission of an application does not guarantee an invitation to the Science and Quality summit.

#### **Electronic Submission**

Applicants must submit all required documents electronically via ProposalCentral at <https://proposalcentral.com/>. Submission of materials via email, fax, or postal mail is not accepted.

To prevent emails from ProposalCentral from being identified as spam, we strongly recommend that applicants add [pcsupport@altum.com](mailto:pcsupport@altum.com) to their address books or safe sender lists. Applicants requiring technical support related to the grant submission portal should contact ProposalCentral directly.

### B. APPLICATION REQUIREMENTS

#### 1. APPLICANT AND ELIGIBILITY INFORMATION

##### **Applicant Information**

Applicants will provide their name, institution, email, and phone number.

##### **Eligibility Information**

Applicants will be required to provide their AUA ID number to confirm AUA membership.

#### 2. PROJECT DESCRIPTION

Applicants will be required to submit a concise written description of their proposed S&Q Breakthru! innovation idea as part of the application submission process. This description should clearly articulate the core concept, implementation approach, and anticipated impact of the idea in alignment with the NUQA.

The S&Q Breakthru! innovation idea description must include the following elements:

**Idea Title (limited to 255 characters, spaces included)**

character limit is separate from that of the abstract body/narrative. Provide a clear, concise title that captures the primary focus of your proposed S&Q Breakthru! idea. The title should quickly convey the quality challenge being addressed and the proposed solution or innovation.

**Body/Narrative (limited to 4,500 characters, spaces included)**

The body/narrative must be informative. Place abbreviations in parentheses immediately after the first mention of a term or phrase; the abbreviation can then be used throughout the abstract. Figures and images are not permitted. The following sections are required:

**Problem Statement & NUQA Alignment**

Briefly describe the quality-related problem or gap in urologic care that your idea is intended to address. Provide relevant background and context, including why this issue is timely and important. Identify the NUQA priority area(s) your idea addresses (e.g., health equity, patient safety, diagnostic excellence, value, person-centered care, joy in work). Applicants may address one or multiple priorities.

**Objective**

State what your S&Q Breakthru! idea aims to accomplish. Objectives should be clear and actionable, and may include specific, measurable outcomes where appropriate (e.g., improvements in care delivery, workflow, equity, safety, or patient experience).

**Implementation Strategy**

Describe the overall strategy for implementing your idea. Outline key steps, stakeholders, and settings involved. Discuss how the concept would be tested, piloted, or operationalized in a real-world urology practice, health system, or organizational context. Provide sufficient detail for reviewers to assess feasibility.

**Anticipated Impact & Future Potential**

Explain how successful implementation of your idea could advance urologic care, improve quality outcomes, or support the goals of the NUQA. Describe the potential for broader applicability or scalability within the specialty.

## C. LIVE S&Q BREAKTHRU! REQUIREMENTS

### 1. Live S&Q Breakthru! Instructions

**Purpose of the Live S&Q Breakthru! Competition Presentation**

The S&Q Breakthru! live presentation is designed to:

- Highlight innovative, practical ideas that **advance the NUQA**
- Assess clarity, feasibility, and potential impact of proposed solutions
- Foster dialogue between emerging leaders and S&Q leadership

Finalists are expected to deliver a concise, **compelling pitch that clearly communicates what problem they are addressing, alignment with the NUQA, how their idea works, and why it matters.**

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## Presentation Format and Timing

- **Presentation Length:**  
Each finalist will have **five (5) minutes** to present their idea.
- **Timing Enforcement:**  
Presenters must remain within the allotted five-minute window. Presentations exceeding the time limit may be stopped to ensure fairness across finalists.
- **Question & Answer:**  
A brief Q&A period of 5 minutes with the S&Q Breakthru! panel will immediately follow each presentation.

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## Presentation Content Guidelines

Finalists may wish to structure their presentation in alignment with the S&Q Breakthru! Idea Body/Narrative and address the following elements:

### 1. Problem Statement & Alignment with NUQA

- Clearly describe the quality challenge, gap in care, or unmet need in urology.
- Explain why the issue is important and timely.
- Identify the NUQA priority area(s) addressed.
- Explain how the idea advances quality, equity, safety, value, person-centered care, or joy in work.

### 2. Proposed Solution & Implementation Approach

- Describe the core idea or innovation.
- Explain how the idea could be operationalized in a real-world setting.
- Identify key stakeholders, resources, and steps needed for implementation.
- Acknowledge potential barriers and proposed mitigation strategies.

### 3. Impact & Future Potential

- Describe anticipated outcomes and measures of success.
- Discuss sustainability and potential for broader adoption or scalability.

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## Slides and Visual Aids

- Use of slides or visual aids is permitted but not required.
- Any slides or visual aids must be submitted by the stated deadline prior to the S&Q Summit.
- Finalists should not embed videos or animations that may disrupt timing or functionality.

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## Evaluation Criteria

Presentations will be evaluated by the panel and consider audience feedback based on the following factors (see IV. C. Live S&Q Breakthru! Review Criteria for more details):

- Alignment with NUQA priorities
- Clarity and organization
- Innovation and originality
- Feasibility of implementation
- Potential impact on urologic care or practice

- Presentation delivery and impact

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## Professional Expectations

- Presentations should be delivered in a professional, collegial manner.
- Finalists should be prepared to answer questions regarding feasibility, applicability, and impact.
- Disclosure of relevant conflicts of interest is required.

## III. APPLICATION SUBMISSION INSTRUCTIONS

### A. APPLICATION CREATION

After creating a ProposalCentral account and logging into the system, the applicant can locate the AUA S&Q Breakthru! Competition by clicking on the “Grant Opportunities” tab and searching for the American Urological Association as the Grant Maker. The application can be accessed by clicking the “Apply Now” button. Application sections are listed below with additional guidance on how to complete each section. Applicants are responsible for ensuring the accuracy and completeness of all materials, that any materials or content were not generated in whole or in part by any Artificial Intelligence tool or program, and that materials are received in full before the application deadline.

## IV. APPLICATION REVIEW INFORMATION

### A. REVIEW AND SELECTION PROCESS

Applications are blind reviewed by a Review Panel composed of members of the AUA Science and Quality Council and Committees and Staff. The members are accomplished physician-scientists who are experts in quality and measurement. Each application will be considered according to established criteria for determining merit as described below.

All review processes are conducted confidentially to maintain the integrity of the selection process. Following the review and scoring of applications, the five most highly meritorious applications, as determined in the sole discretion of the Review Panel, will be selected to participate in the AUA S&Q Breakthru! Competition live at the 2026 Science and Quality Summit. **No feedback from the Review Panel will be provided to any applicants.**

### B. APPLICATION REVIEW CRITERIA

All S&Q Breakthru! project submissions that meet administrative requirements will be evaluated using the review criteria outlined below. Each will receive an overall score using a 1–9 scale, consistent with NIH-style scoring as outlined in the table below (where 1 is exceptional and 9 is poor).

| Overall Impact | Score | Descriptor  |
|----------------|-------|-------------|
| High           | 1     | Exceptional |
|                | 2     | Outstanding |
|                | 3     | Excellent   |
| Medium         | 4     | Very Good   |

|     |   |              |
|-----|---|--------------|
| Low | 5 | Good         |
|     | 6 | Satisfactory |
|     | 7 | Fair         |
|     | 8 | Marginal     |
|     | 9 | Poor         |

The overall score will take into account the following criteria intended to identify high-impact, feasible, and innovative ideas that can advance urologic quality and cultivate future leaders within the Science & Quality community.

### ***Criteria 1: Alignment with NUQA Priorities***

Reviewers will evaluate the extent to which the proposed idea aligns with and advances the NUQA.

- Does the proposal address a clearly defined and important quality gap or unmet need in urology?
- Is the idea aligned with one or more NUQA priority areas?
- Does the proposal have the potential to improve care delivery, patient outcomes, equity, value, safety, or workforce experience?

### ***Criteria 2: Innovation and Implementation***

Reviewers will assess the novelty of the idea and its potential for practical adoption.

- Does the proposal represent a creative or innovative approach relative to current practice?
- How does the idea differ from existing solutions or workflows?
- Is the concept clearly actionable rather than purely theoretical?
- Does the proposal demonstrate thoughtful consideration of implementation in a real-world setting?

### ***Criteria 3: Potential Impact and Significance***

Reviewers will evaluate the extent to which the proposed idea addresses meaningful challenges in urologic quality and advances the NUQA.

- Is the anticipated impact relevant to real-world urology practices or systems?
- Would successful implementation meaningfully benefit the urology community?
- Is the proposed solution sustainable and potentially scalable for broader future impact?

## **C. LIVE S&Q BREAKTHRU! REVIEW CRITERIA**

The Live S&Q Breakthru! pitches will be evaluated using the review criteria outlined below by a panel of S&Q Council and Committee Chairs and Members and include an audience feedback component. The most highly meritorious project, as determined in the sole discretion of the panel, will be the Winner and will be announced at the S&Q Summit.

### ***Criteria 1: Alignment with NUQA Priorities***

Reviewers will evaluate the extent to which the proposed idea aligns with and advances the NUQA.

- Does the proposal address a clearly defined and important quality gap or unmet need in urology?
- Is the idea aligned with one or more NUQA priority areas?
- Does the proposal have the potential to improve care delivery, patient outcomes, equity, value, safety, or workforce experience?

### ***Criteria 2: Innovation and Implementation***

Reviewers will assess the novelty of the idea and its potential for practical adoption.

- Does the proposal represent a creative or innovative approach relative to current practice?
- How does the idea differ from existing solutions or workflows?
- Is the concept clearly actionable rather than purely theoretical?
- Does the proposal demonstrate thoughtful consideration of implementation in a real-world setting?

### **Criteria 3: Potential Impact and Significance**

Reviewers will evaluate the extent to which the proposed idea addresses meaningful challenges in urologic quality and advances the NUQA.

- Is the anticipated impact relevant to real-world urology practices or systems?
- Would successful implementation meaningfully benefit the urology community?
- Is the proposed solution sustainable and potentially scalable for broader future impact?

### **Criteria 4: Presentation Impact**

Reviewers will assess the delivery and overall impact of the presentation.

- Did the presentation flow well and follow a logical structure?
- Was the presenter compelling, enthusiastic, and passionate about their proposed idea?
- Did the presenter provide clear, thoughtful, and persuasive responses during the Q&A portion?
- Was the presentation engaging and creative?

## **V. TERMS AND CONDITIONS OF THE AWARD**

### **A. TERMS AND CONDITIONS**

The AUA S&Q Breakthru! Competition award is subject to the requirements set forth in these Terms and Conditions as well as any additional Terms and Conditions that may be contained in the Notice of Award Letter. Failure to adhere to the Terms and Conditions may result in revocation of the Award. **BY SUBMITTING AN APPLICATION THROUGH PROPOSALCENTRAL FOR THE AUA S&Q BREAKTHRU! COMPETITION, APPLICANT ACKNOWLEDGES UNDERSTANDING AND ACCEPTS THESE TERMS AND CONDITIONS WITHOUT RESERVATION.**

### **B. AWARD ACCEPTANCE**

For the five finalists selected to participate in the live S&Q Breakthru! presentation, a Notice of Selection letter will be issued to notify the applicant. Selected applicants must accept or decline by email to [sqsummit@auanet.org](mailto:sqsummit@auanet.org) within 48 hours of receipt of their notification letter or they forfeit their opportunity to present.

The Award Winner will be announced at the 2026 S&Q Summit and a Notice of Award Letter will be provided to the Winner. The Award Issuing Organization is American Urological Association Education & Research, Inc. Payment of the Award shall be made in one installment directly to the Winner to support the winning S&Q Breakthru! idea. If Awardee's institution prohibits the Awardee from accepting payment directly, the Awardee should notify the AUA immediately to make alternative payment arrangements. Acceptance of this grant constitutes an Agreement between the Awardee and the AUA. **Awardee's institution is not a party to this Agreement and this Agreement is not subject to modification by third parties.**

### C. REPRESENTATIONS OF COMPLIANCE WITH PROFESSIONAL STANDARDS.

Awardee represents that Awardee will comply with all applicable state and federal laws and regulations, and the standards and practices that are generally accepted, applicable to, and exercised by others engaged in performing similar research, including, as may be applicable, the federal Food, Drug and Cosmetics Act (and specifically including standards of Good Clinical Practices and Good Laboratory Practices), the Anti-Kickback Statute, the PhRMA Code on Interactions with Healthcare Professionals and the AMA Code of Medical Ethics (including, but not limited to, the Guidelines for Gifts to Physicians from Industry).

If Awardee is a member of a Committee, Panel, or similar group ("Committee") that sets formularies or develops clinical guidelines, Awardee agrees to disclose the existence and nature of the relationship described in this Agreement to such Committee and comply with all of the Committee's policies, procedures or rules regarding recusal from decision making.

### D. FDA ATTESTATION

Awardee represents that Awardee: (a) has not been, nor is currently, debarred by the U.S. Food and Drug Administration ("FDA") pursuant to 21 U.S.C. §335 (a) or (b), or excluded by the Department of Health and Human Services, Office of Inspector General pursuant to its Exclusion Program, and (b) will not employ an Investigator to participate in the conduct of the Research Project who has been debarred by the FDA pursuant to 21 U.S. C. §335. If, during the Term of this Agreement, either Principal Investigator or other Investigators of Recipient involved in the conduct of the Study become debarred by the FDA, Awardee shall notify AUA and perform such other acts consistent with this paragraph.

### E. INTELLECTUAL PROPERTY

Awardee warrants that all outcomes are the original work of Awardee and do not infringe on the intellectual property rights of any third party. It is recognized and understood that the existing inventions and technologies of the AUA and the Awardee are their separate property, respectively, and are not affected by this Agreement. Neither Party shall have any claims to or rights in such existing Data, inventions and technologies of the other Party. For purposes of this Agreement, "Invention" shall mean any new and useful discovery conceived and reduced to practice, constructively or actually, in the implementation of the Breakthru! idea, and "Patent Right" shall mean any United States or foreign patent application (including continuations, divisions, and continuations-in-part thereof) that describes and claims an Invention, or any Letters Patent or the equivalent thereof issuing or granting thereon, or reissue, reexamination, or extension thereof. Inventorship shall be determined in accordance with United States patent laws.

### F. NO CONFIDENTIALITY

Awardee acknowledges and understands that by submitting an application for the S&Q Breakthru! Award, they are not guaranteed any right of confidentiality. All materials submitted to AUA via ProposalCentral for the purposes of this Award may be used and shared as needed by AUA in any manner and with any third parties, in the sole discretion of AUA. **Awardee is cautioned not to submit any materials to ProposalCentral for the purposes of applying for this award that they consider proprietary or trade secrets.**

### G. RIGHT OF FIRST REFUSAL TO PUBLISH

Under the Terms of this Award, AUA shall have the right of first refusal to publish any article, abstract, poster, publication, presentation, or other copyrighted materials (collectively the "works") created or derived by the

Awardee from the S&Q Breakthru! Award. It is the responsibility of Awardee to make such works known to AUA prior to publishing.

## H. REPORTING AND ACKNOWLEDGEMENT REQUIREMENTS

When AUA has declined to publish, Awardee shall send electronic copies of articles published based on the AUA S&Q Breakthru! award funded-project to the program administrators at [sgsummit@auanet.org](mailto:sgsummit@auanet.org). Any abstract, publication, poster or presentation arising from work supported in whole or in part by this program must include the following acknowledgment:

“This work was supported by the American Urological Association S&Q Breakthru! Competition.”

## I. FUNDING REQUIREMENTS

### 1. S&Q SUMMIT REGISTRATION AND TRAVEL ARRANGEMENTS

The S&Q Breakthru! program administrators will correspond directly with the top five finalists invited to attend and present at the S&Q Summit to coordinate their complimentary registration, travel, and accommodation arrangements. The invited finalists will be expected to provide requested information to program administrators in a timely manner to facilitate their travel arrangements in accordance with AUA policies.

### 2. STIPEND DISBURSEMENT

The AUA S&Q Breakthru! Competition stipend will be paid directly to the Winner via wire transfer in one installment in December 2026. The Winner is responsible for providing the AUA S&Q Breakthru! Competition administrators with finance information as needed to coordinate payment. The Winner must submit their financial information to the AUA by **December 11, 2026**.

#### For Domestic Recipients:

- Complete the IRS W-9 Form - [W-9 Form \(Secure Link\)](#).

#### For International Recipients:

- Complete the IRS W-8BEN Form - [W-8BEN \(Secure Link\)](#).
- Complete the Wire Transfer Information Request Form – [Wire Transfer-Bank Info \(Secure Link\)](#).

The AUA does not withhold taxes from awards (federal withholding, social security, local or state taxes, etc.). Taxes and other withholdings are the sole responsibility of the awardee.

## J. INSTITUTIONAL REVIEW BOARD (IRB)

IRB letters of approval are **NOT** required from applicants.

## K. FORCE MAJEURE

No Party to this Agreement shall be liable nor deemed in default for any delay or failure in performance under this Agreement if such period of delay or failure results from acts of nature or God, civil or military authority, acts of the public enemy, terrorism, war, fires, explosions, earthquakes, hurricanes, floods, vandalism, labor strikes, epidemics, embargo, wide-spread Internet service outages, failure of a World Wide Web hosting service,

telecommunications disruptions, or any cause beyond the reasonable control of the party affected thereby.

#### L. GOVERNING LAW

These Terms and Conditions, and any corresponding agreement, are governed by and shall be construed in accordance with Maryland law. They shall be construed so as to be enforceable, and if any provisions should later be adjudged unenforceable, those provisions shall be deemed severable, and the balance of the agreement shall be valid and enforceable.

#### VII. CONTACT INFORMATION

The Issuing Organization Representative is responsible for the negotiation (if applicable) and administration of this award and for interpretation of award administration policies and provisions. This representative is also responsible for oversight of the programmatic and technical aspects of this project.

Questions or requests related to the AUA S&Q Breakthru! Competition Announcement, submission requirements, or the award should be directed to the AUA S&Q Breakthru! Competition administrators. The preferred method of communication is by email to [sqsummit@auanet.org](mailto:sqsummit@auanet.org). Assistance is typically available Monday through Friday from 9:00 a.m. to 5:00 p.m. EST. Please allow two business days for response time.