

# Pfizer and Lilly Announce an **Independent Medical Education (IME) Grant RFP**

## ***BRAF V600*-mutant colorectal cancer: disease education and therapy management**

### **I. Background**

This call for grant proposals was jointly developed through a collaboration between Pfizer's Global Medical Grants department and the Lilly Grant Office IME department. Should you decide to respond, you will be required to submit two separate applications: one to Pfizer and one to Lilly. There may be some differences in the information required by each grant office, as more specifically described below.

Pfizer and Lilly are committed to funding independent medical education initiatives that help to address important healthcare professional educational gaps and improve patient care. Pfizer and Lilly do not support Independent Medical Education, or any medical activities, for the purpose of encouraging off-label use of their products.

For all independent medical education grants, the grant requester (and ultimately the grantee) is responsible for the design, implementation, and conduct of the independent initiative supported by the grant. Pfizer and Lilly must not be involved in any aspect of project development, nor the conduct of the independent education program.

### **II. Eligibility**

<b>Geographic Scope</b>	United States
<b>Applicant Eligibility Criteria</b>	<ul style="list-style-type: none"><li>• The following may apply: medical, nursing, and/or allied health professional schools; healthcare institutions (both large and small); professional associations and medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement.</li><li>• If the project involves multiple departments within an institution and/or between different institutions, organizations or associations, all institutions must have a relevant role and the requesting organization must have a key role in the project.</li><li>• The requesting organization must be accredited, and proposed projects must offer continuing education credit.</li></ul>

### III. Requirements

Date RFP Issued	14 January 2022
Clinical Area	Oncology – Colorectal Cancer – <i>BRAF</i>
General Area of Interest for this RFP	<p>Currently, determination of tumor gene status for <i>KRAS/NRAS</i> and <i>BRAF</i> mutations, as well as HER2 amplifications and MSI/MMR status (if not previously done), are recommended for patients with metastatic colorectal cancer (mCRC).<sup>1</sup></p> <p>Despite this, rates of <i>BRAF</i> testing in patients with mCRC in the United States remain suboptimal.<sup>2</sup></p> <p>To address this gap in the use of evidence-based patient care, Pfizer and Lilly aim to support educational activities related to the <i>BRAF</i> V600-mutant mCRC disease state, tailored to community practices.</p> <p>Projects that will be considered for Pfizer and Lilly support will focus on educating those involved in both the diagnosis and treatment of patients with mCRC, specifically with regard to:</p> <ul style="list-style-type: none"><li>• Incidence and prognosis of <i>BRAF</i> V600-mutant mCRC and its relevance to other clinical features, e.g., histology, sidedness</li><li>• The need for biomarker testing in metastatic CRC</li><li>• Treatment selection and sequencing for this patient population</li><li>• Safe and appropriate use of therapy, including dosing and management of side effects</li></ul> <p><i>It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.</i></p>
Target Audience	<p>Medical oncologists, pathologists, gastrointestinal surgeons, nurses, nurse navigators, and clinical trial coordinators</p> <ul style="list-style-type: none"><li>• Note: Educational programs readily available to community cancer center practitioners and staff will be given priority.</li></ul>
Expected Approximate Monetary Range of Grant Applications	<ul style="list-style-type: none"><li>• The estimated total available budget related to this RFP is \$300,000. Requests for reduced amounts will be considered for smaller scale projects.</li></ul>
Key Dates	<ul style="list-style-type: none"><li>• RFP release date: 14 January 2022</li><li>• Grant Application due date: 18 February 2022</li></ul> <p>Please note the deadline is 23:59 Eastern Standard Time (i.e., New York, GMT -5).</p>

	<ul style="list-style-type: none"> <li>• Anticipated Grant Award Notification Date: 18 March 2022</li> <li>• Grants will be distributed following fully executed agreements with both Pfizer and Lilly.</li> <li>• Anticipated Project Start and End Dates: <ul style="list-style-type: none"> <li>○ Projects may start <b>as early as</b> 01 April 2022, so long as fully executed contracts are in place with both Pfizer and Lilly.</li> <li>○ While project completion dates may vary, (for example, if there is an enduring content component), the completion date for the <b>primary activity</b> should be no later than 01 November 2022.</li> </ul> </li> </ul>
<p><b>How to Submit</b></p>	<p><b>Please submit the same proposal to both the Pfizer and Lilly Grant offices</b> – see Appendix A for further detail on submission content.</p> <p><b>For Pfizer:</b></p> <ul style="list-style-type: none"> <li>• Please go to <a href="http://www.cybergrants.com/pfizer/knowledge">www.cybergrants.com/pfizer/knowledge</a> and sign in. First-time users should click “Create your password”. [Note: there are individual portals for each grant application type (e.g., knowledge, LOI, research full proposal, and QI full proposal). Please be sure to use the URL above.]</li> <li>• Click the “Start A New Independent Medical Education Application” button.</li> <li>• In the application: <ul style="list-style-type: none"> <li>○ For the question “What type of request are you submitting?” select Response to a Request for Proposal (RFP)</li> <li>○ For the question “Are you replying to a Request for Proposal (RFP) as part of the Competitive Grant Program?” select Yes</li> <li>○ Select the following Competitive Grant Program Name: “2021 ONC US: <i>BRAF</i>-mutant CRC disease ed”</li> <li>○ Select the following Primary Area of Interest: Oncology – Gastrointestinal</li> </ul> </li> <li>• Complete all required sections of the online application and upload your project proposal (see Appendix) in the General RFP Submission field.</li> <li>• If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page.</li> </ul>

	<p><b>For Lilly:</b></p> <p>When submitting your proposal, you must include “RFP: [title of program]” in your grant submission.</p> <ul style="list-style-type: none"> <li>All responses to this RFP are to be submitted online through the Lilly Grant Office grant application system at <a href="https://portal.lillygrantoffice.com">https://portal.lillygrantoffice.com</a></li> </ul> <p><b>IMPORTANT:</b> Be advised applications submitted after the due date will not be evaluated.</p>
Questions	<p>Questions may be submitted to both Pfizer Grant Office (email the Grant Officer, <a href="mailto:jennifer.schreiber@pfizer.com">jennifer.schreiber@pfizer.com</a>, with the subject line “2021 ONC US: BRAF-mutant CRC disease ed”) <b>AND</b> the Lilly Grant Office at <a href="mailto:lillygrantoffice@lilly.com">lillygrantoffice@lilly.com</a>.</p>
Review and Approval Process	<p>Grant requests received in response to a general RFP <b>will be jointly reviewed by Pfizer and Lilly</b> to make final grant decisions.</p>
Mechanism by which Applicants will be Notified	<p>Upon evaluation and assessment by Pfizer and Lilly, the requestor will be notified according to each company’s policy:</p> <p><b>For Pfizer:</b></p> <ul style="list-style-type: none"> <li>Emails will be automatically issued from the Pfizer grants system notifying the requestor of either an approval or decline.</li> </ul> <p><b>For Lilly:</b></p> <ul style="list-style-type: none"> <li>An email will be sent notifying the requestor of an approval. If the response to the RFP is declined, this will be viewable in the Lilly grants portal.</li> </ul> <p>Applicants may be asked for additional clarification during the review period.</p>

## References

1. National Comprehensive Cancer Network. Colon Cancer (Version 3.2021). [https://www.nccn.org/professionals/physician\\_gls/pdf/colon.pdf](https://www.nccn.org/professionals/physician_gls/pdf/colon.pdf). Accessed 04 November 2021.
2. Assessing the Status of Biomarker Testing in Metastatic Colorectal Cancer and the Challenges Faced by Community Cancer Care Teams: Survey Results. <http://accc-cancer.org/colorectal-survey-summary>

## Appendix A

### Project Description

**Project Proposals should be single-spaced using Calibri 12-point font and 1-inch margins. Note there is a 15-page limit exclusive of references. Please include the following:**

<b>Goals and Objectives</b>	<ul style="list-style-type: none"><li>• Briefly state the overall goal of the project.</li><li>• List the objectives you plan to meet with your project, in terms of learning and expected outcomes.</li></ul>
<b>Needs Assessment for the Project</b>	<ul style="list-style-type: none"><li>• Include a description of your organization's needs assessment for this proposed project which may include a quantitative baseline data summary, initial metrics, or a project starting point (please cite data on gap analyses or relevant patient data that informs the stated objectives) in your target area.</li></ul>
<b>Target Audience</b>	<ul style="list-style-type: none"><li>• Describe the primary audience(s) targeted for this project. Indicate whom you believe will directly benefit from the project outcomes. Describe the overall population size as well as the size of your sample population.</li></ul>
<b>Project Design and Methods</b>	<ul style="list-style-type: none"><li>• Describe the planned project, the educational approach, and the way the planned methods address the established need.</li></ul>
<b>Innovation</b>	<ul style="list-style-type: none"><li>• Explain what measures you have taken to assure that this project is original and does not duplicate other projects or materials already developed. Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions.</li></ul>
<b>Evaluation and Outcomes</b>	<ul style="list-style-type: none"><li>• In terms of the metrics used for the needs assessment, describe how your organization will determine if the gap was addressed for the target group. Identify the sources of data your organization anticipates using to make the determination. Describe how your organization is expected to collect and analyze the data. Explain the method used to control for other factors outside this project (e.g., use of a control group or comparison with baseline data). Quantify the amount of change expected from this project in terms the target audience. Describe how your organization will determine if the target audience was fully engaged in the project.</li></ul>
<b>Dissemination Plan</b>	<ul style="list-style-type: none"><li>• Describe how the project may have extended benefit beyond the grant. Will the teaching materials be made available to others to use? Will there be tools or resources that are made</li></ul>

	publicly available beyond the initial project. Describe how the project outcomes might be broadly disseminated.
<b>Anticipated Project Timeline</b>	<ul style="list-style-type: none"> <li>• Provide an anticipated timeline for your project including project start and end dates. Please note the requirements pertaining to timelines for this project as noted in the RFP.</li> </ul>
<b>Additional Information</b>	<ul style="list-style-type: none"> <li>• If there is any additional information you feel Pfizer and Lilly should be aware of concerning the importance of this project, please summarize here.</li> </ul>
<b>Organization Detail</b>	<ul style="list-style-type: none"> <li>• Describe the attributes of the institutions/organizations that will support and facilitate the execution of the project, the leadership of the proposed project, and the specific role of each institution in the proposed project.</li> </ul>
<b>Budget Narrative</b>	<ul style="list-style-type: none"> <li>• Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application.</li> </ul>
<b>Terms and Conditions</b>	<p>a. This RFP does not commit Pfizer or Eli Lilly and Company to award a grant or to pay any costs incurred in the preparation of this request.</p> <p>b. Pfizer and Eli Lilly and Company reserve the right to accept or reject any or all applications received as a result of this request or to cancel in part or in its entirety this RFP at any time without prior notification or permission.</p> <p>c. The grant application must be submitted via:</p> <ul style="list-style-type: none"> <li>• Pfizer Global Medical Grants' online request form: <a href="http://www.cybergrants.com/pfizer/knowledge">www.cybergrants.com/pfizer/knowledge</a> <b>AND</b></li> <li>• Lilly Grant Office grant application system at <a href="https://portal.lillygrantoffice.com">https://portal.lillygrantoffice.com</a></li> </ul> <p>d. All communications about the RFP must come to both Pfizer Global Medical Grant Officer (email <a href="mailto:jennifer.schreiber@pfizer.com">jennifer.schreiber@pfizer.com</a> with the subject line "2021 ONC US: BRAF-mutant CRC disease ed) <b>AND</b> the Lilly Grant Office at <a href="mailto:lillygrantoffice@lilly.com">lillygrantoffice@lilly.com</a>.</p>