



Independent Medical Education (IME)

Request for Proposals (RFP):

RFP Title	Optimizing Post–PD-1 Treatment Decision-Making in Recurrent/Metastatic HNSCC
Grant Amount	Up to \$300,000 (Multi-support is preferred but not required)
Targeted Learners	Community-based medical oncologists, academic oncologists, hematology/oncology fellows, nurse practitioners, APPs, and pharmacists involved in treating patients with recurrent/metastatic HNSCC.
RFP Requirements	<ul style="list-style-type: none"> <li>• Summary</li> <li>• Needs Assessment               <ul style="list-style-type: none"> <li>○ Root Causes Detailed</li> </ul> </li> <li>• Educational Objectives (if applicable)</li> <li>• Agenda</li> <li>• Intended Audience</li> <li>• Outcomes level and description of intended outcomes plan/delivery</li> <li>• Description of Partnership and why (If Applicable)</li> <li>• Description of why chosen locations were prioritized for education (If a live activity or applicable).</li> </ul>
RFP Posting Date	May 29, 2026
Submission Deadline	June 26, 2026 <a href="https://www.steeprovinc.com">Genmab Grants &amp; Giving Portal (steeprovinc.com)</a>
RFP Decision	July 10, 2026
Expected Launch Date	Q4 2026
Interim Outcomes	6 months post launch
Final Outcomes	
Educational Program Design	<p>Preference will be given to proposals that:</p> <ul style="list-style-type: none"> <li>• Demonstrate deep understanding of post–PD-1 treatment decision gaps</li> <li>• Focus on decision inflection points, not didactic review</li> <li>• Utilize case-based, interactive formats</li> <li>• Drive sustained changes in clinical decision-making</li> </ul>

### **Statement of Purpose:**

The purpose of this RFP is to support education on the complexity of the HNSCC treatment landscape, including treatment approaches across multiple lines of therapy, and to advance understanding of optimal treatment strategies in the 1L recurrent/metastatic setting. Despite increasing therapeutic complexity, clinicians often face:

- Limited familiarity with novel mechanisms of action
- Inconsistent incorporation of clinical trial referral into treatment decisions
- Inadequate awareness of the evolving biomarker testing landscape (e.g., p16/HPV status, PD-L1 CPS) and its implications for treatment selection

The role of PD-1 inhibitors across multiple lines of therapy and optimal sequencing upon progression. Real-world data and expert reviews highlight that treatment, with no clearly defined standard of care and significant variability in clinician decision-making. Additionally, rapid expansion of therapeutic options has outpaced clinician familiarity, contributing to inconsistent application of emerging evidence in practice.

Genmab is interested in supporting IME programs that address these challenges by improving clinical decision-making and treatment selection in R/M HNSCC.

### **References**

1. Burtneess B, Harrington KJ, Greil R, et al. Pembrolizumab alone or with chemotherapy vs cetuximab with chemotherapy for recurrent or metastatic HNSCC (KEYNOTE-048). *Lancet*. 2019; 394:1915–1928.
2. Ferris RL, Blumenschein G Jr, Fayette J, et al. Nivolumab vs investigator's choice in recurrent or metastatic HNSCC (CheckMate 141). *N Engl J Med*. 2016; 375:1856–1867.
3. Machiels JP, René Leemans C, Golusinski W, et al. Squamous cell carcinoma of the oral cavity, larynx, oropharynx and hypopharynx: ESMO Clinical Practice Guidelines. *Ann Oncol*. 2020; 31:1462–1475.
4. Cohen EEW, Soulières D, Le Tourneau C, et al. Pembrolizumab vs standard treatment for recurrent/metastatic HNSCC: updated survival results. *J Clin Oncol*. 2019; 37:100–109.
5. Tan AC, Bagley SJ, Wen PY, et al. Systematic review of combinations with PD-1/PD-L1 inhibitors in solid tumors. *JAMA Oncol*. 2021; 7:123–130. <https://lymphoma.org/understanding-lymphoma/aboutlymphoma/nhl/dlbcl/>

### **RFP Evaluation:**

Genmab welcomes submissions for IME grants from educational providers who can meet the associated deadlines for the RFP as outlined above.

All submissions will be reviewed in accordance with internal Genmab Policies and Procedures. Genmab does not support the costs associated with responding to this RFP and adheres to Fair Market Value

(FMV) for those areas of the budget, when relevant. Genmab holds the right not to support any submissions based upon our internal review criteria.

All submissions to the RFP should be accredited by the relevant body (i.e. ACCME). Genmab observes and follows all external guidelines and policies related to the support of Continuing Medical Education including but not limited to the ACCME, OIG, and FDA.

Applications for this RFP should place any educational interventions within the stated targeted community oncology setting(s). No preferred educational intervention, partnership, or community oncology setting has been identified, nor will one be used to evaluate submissions to this RFP.

Genmab reserves the right to cancel all or part of this RFP at any time. In the event of cancellation, Genmab will communicate the cancellation to all applicants.

**Contact:**

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