



Independent Medical Education (IME)

Request for Proposals (RFP):

RFP Title	Evidence to Value Forum Series
Grant Amount	Up to \$250,000 (Multi-support is preferred but not required)
Targeted Learners	Medical oncologists, gynecologic oncologists, pharmacists, payer-facing clinicians, and health system stakeholders.
RFP Requirements	<ul style="list-style-type: none"> • Summary • Needs Assessment <ul style="list-style-type: none"> ○ Root Causes Detailed • Educational Objectives (if applicable) • Agenda • Intended Audience • Outcomes level and description of intended outcomes plan/delivery • Description of Partnership and why (If Applicable) • Description of why chosen locations were prioritized for education (If a live activity or applicable).
RFP Posting Date	May 11, 2026
Submission Deadline	June 8, 2026 Genmab Grants & Giving Portal (steeprocks.com)
RFP Decision	June 22, 2026
Expected Launch Date	Q4 2026
Interim Outcomes	6 months post launch
Final Outcomes	As appropriate to the activity
Educational Program Design	<p>Preference will be given to proposals that:</p> <ul style="list-style-type: none"> • Demonstrate measurable shifts in how clinicians incorporate value, access, and real-world evidence into treatment decisions • Use decision-based learning models (e.g., payer-constrained cases, pathway simulations) • Link clinical evidence to real-world application, including treatment selection under access constraints • Include longitudinal reinforcement and reassessment of decision-making • Produce outputs that influence practice-level or system-level decision frameworks

Statement of Purpose:

Despite increasing availability of clinical and economic data, there remains a critical gap between evidence generation and its application in real-world decision-making. Clinicians are often not equipped to consistently integrate clinical efficacy, real-world data, and economic considerations into treatment selection.

Genmab seeks IME initiatives that redefine the role of education by:

- Driving evidence-informed and value-conscious treatment decisions
- Reducing variability in pathway and access-related decision-making
- Demonstrating measurable changes in how clinicians balance efficacy, safety, and cost

Proposals should clearly articulate how the program will influence real-world treatment decisions, not just understanding of value frameworks.

Measurable Outcomes:

- % of participants demonstrating improved treatment decisions when incorporating value and access constraints
- Change in ability to apply real-world evidence to clinical decision-making scenarios
- Measurable shifts in pathway-aligned treatment selection
- Evidence of changes in prescribing intent or decision rationale
- Follow-up data demonstrating integration of value considerations into actual practice decisions

Preference will be given to proposals that attempt to measure decision change in realistic or simulated clinical environments rather than knowledge recall.

References :

1. Shih YCT, et al. Economic burden of cancer care. *J Clin Oncol*. 2020.
2. Neumann PJ, et al. Cost-effectiveness in oncology decision-making. *N Engl J Med*. 2014.
3. NCCN Evidence Blocks. *J Natl Compr Canc Netw*.
4. Goldstein DA, et al. Value frameworks in oncology. *J Clin Oncol*. 2016.

RFP Evaluation:

Genmab is committed to supporting IME that advances beyond traditional awareness-based education. Priority will be given to programs that demonstrate measurable impact on clinical decision-making, practice behavior, and care delivery. Proposals must clearly articulate how educational interventions will translate into real-world changes, and how those changes will be assessed.

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:

For more information, please contact Cody Ortmann, Associate Director of Independent Medical Education at coor@genmab.com