

# Request for Proposal (RFP) - Quality Improvement Grants



## *Improve the care of patients living with metastatic breast cancer*

### I. BACKGROUND

### BACKGROUND

Rethink Breast Cancer (Rethink) is the young people's breast cancer movement. We are focused on empowering young people worldwide who are concerned about and affected by breast cancer through breakthrough approaches to education, advocacy, support and fundraising.

Rethink's strategic priorities and organizational direction is guided by the unique and unmet needs identified by younger patients and their families. Since 2018, Rethink has worked closely with their Metastatic Breast Cancer (MBC\ mBC) Advisory Board, which provides patient-focused insights on issues related to those affected by and concerned about mBC.

Many people with mBC experience delays in diagnosis, struggle to access the support of a specialist nurse, fear they won't be able to access the treatment they need in the future, and are not given sufficient information about clinical trials. Rethink's Metastatic Breast Cancer Program is focused on education and support that address these issues through resources, community building and advocacy efforts to double the median overall survival of people living with mBC by 2025.

Beyond treatments, Pfizer works hand-in-hand with the broader cancer community to best support patients living with cancer. In this spirit, Pfizer is very proud to partner with Rethink Breast Cancer to launch this request for proposal program aimed to help improve the lives of people living with breast cancer.

# Request for Proposal (RFP) Quality Improvement Grant

NOTE: A French translation of this RFP can be found [by clicking here](#).

## II. RFP INTENT

The intent of this RFP is to encourage proposals for the implementation of strategies that will **measurably improve the quality of care** of metastatic breast cancer (mBC) patients. Projects should use optimal measures to improve care for patients with metastatic breast cancer, where treatment goals focus on improving quality and length of life as there is, to date, no known cure.

Supporting healthcare professionals in their efforts to maintain and improve their knowledge, ability, and performance related to treating patients with mBC is critical to improving patient care. The quality of care that healthcare professionals provide takes place in complex systems that are often in need of analysis and modification to allow for more efficient and effective patient care. In addition, providing resources and education to patients, their caregivers, and family members is crucial to help ensure they are informed and can participate in the shared decision-making process.

## III. RFP SCOPE

### **Rethink and Pfizer are committed to funding projects that:**

- Encourage the use of multi-disciplinary care models (e.g. nurse navigators and palliative care)
- Facilitate healthcare systems and providers to engage patients, their caregivers and families in shared decision-making
- Use evidence-based educational strategies that are aligned with the desired results of the intervention
- Improve access to precision medicine and/or alternative diagnostic tools (e.g. liquid biopsy), especially considering the current COVID-19 pandemic
- Optimize care throughout the patient cancer experience, including access to clinical trials and evidence-based treatment

### **Multiple factors contribute to the complexity of treating the disease including:**

- The need for cross-functional involvement in care
- The rapidly changing options for personalizing treatment strategies, including access to precision medicine and alternative diagnostic tools
- Managing treatment and disease side effects
- Communicating with patients, caregivers and family members about quality of life and end-of-life decisions and other obstacles patients face when living with the disease.

# Request for Proposal (RFP) Quality Improvement Grant

## ELIGIBILITY

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| <b>GEOGRAPHIC SCOPE:</b>              | Canada                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>APPLICANT ELIGIBILITY CRITERIA</b> | <ul style="list-style-type: none"><li>• Only organizations are eligible to receive grants, not individuals or medical practice groups.</li><li>• The following may apply: medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations; government agencies; and other entities with a mission related to healthcare improvement.</li></ul> <p><b>Or</b></p> <ul style="list-style-type: none"><li>• Canadian health care institutions, large and small; health care professional organizations and other organizations with a mission related to healthcare improvement</li><li>• Collaborations within institutions (e.g., between departments and/or inter-professional), as well as between different institutions / organizations / associations, are encouraged. Please note all partners must have a relevant role and the requesting organization must have a key role in the project.</li><li>• Efforts to increase representation of diverse populations within the team(s) responding to this RFP and those designing projects that are participatory and collaborative [inclusion of voices within the communities most impacted by disparities] are encouraged.</li></ul> |



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## REQUIREMENTS

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| DATE RFP ISSUED                | 10 March 2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| CLINICAL AREA                  | Oncology – metastatic breast cancer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| AREA OF INTEREST FOR THIS RFP: | <p>Topics of highlighted interest include, but are not limited to:</p> <ul style="list-style-type: none"><li>• Strategies to encourage shared-decision making between patients and their healthcare teams</li><li>• Multi-disciplinary care models (eg., nurse navigator, palliative care)</li><li>• Improved access to precision medicine and/or alternative diagnostic tools (e.g. liquid biopsy), especially considering the current COVID-19 pandemic</li><li>• Approaches to optimize care throughout the patient cancer experience, including optimal access to clinical trials and evidence-based treatment</li><li>• Multi-disciplinary collaborations, are encouraged when appropriate, but all partners must have a relevant role</li><li>• It is expected that projects will be evidence-based (education and/or quality improvement) and the proposed evaluation will follow generally accepted scientific principles. During review the intended outcome of the project is given careful consideration and, if appropriate based on the project goal, projects with the maximum likelihood to directly impact patient care will be given high priority.</li><li>• There is a considerable amount of interest in receiving responses from projects that utilize system-based changes. Although educational efforts for grantees and patients may be entirely appropriate components in responses to this RFP, projects that include an overt description of system changes will be given high priority.</li><li>• <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></li></ul> |
| TARGET AUDIENCE:               | Healthcare professionals and MBC patients                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| DISEASE BURDEN OVERVIEW:       | <p>It is estimated that in 2020, 27,400 Canadian women will be diagnosed with breast cancer. Close to 5,100 Canadian women will die from breast cancer in 2020; representing 13% of all cancer deaths in women. According to the Canadian Cancer Society (CCS), in Canada, about 5-10% of new breast cancers are diagnosed metastatic; while 20-30% of women first diagnosed with early stage breast cancer will go on to develop metastatic breast cancer in their lifetime.</p> <p>Advanced breast cancer has a significant impact on functioning, quality of life and work productivity with a 5-year survival rate of 22%. Despite significant advances, metastatic breast cancer still remains an incurable disease associated with a 24-month median overall survival.</p> <p>The specific data for metastatic breast cancer occurrences and prognosis is actually unknown, as it is not consistently tracked in Canada. The CCS notes the estimates are based on 'information that comes from a variety of sources [which] may include statistics from other countries that are likely to have similar outcomes in Canada'.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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| <b>EXPECTED APPROXIMATE MONETARY RANGE OF GRANT APPLICATIONS:</b> | <ul style="list-style-type: none"> <li>Individual projects requesting up to \$100 000 (CAD) will be considered.</li> <li>The total available budget related to this RFP is \$ 200,000 (CAD).</li> <li>The amount of the grant Pfizer and Rethink will be prepared to fund for any project will depend upon the joint review panel's evaluation of the proposal and costs involved and will be stated clearly in the grant agreement.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>KEY DATES:</b>                                                 | <ul style="list-style-type: none"> <li>RFP release date: <b>10 March 2021</b></li> <li>Full proposal due date: <b>13 May 2021</b><br/>Please note the deadline is 23:59 Eastern Time (New York, GMT -5)</li> <li>Review of Full Proposals by Review Panel: June 2021</li> <li>Anticipated Full Proposal Notification Date: end of June 2021</li> <li>Grants will be distributed following a fully executed agreement</li> <li>Anticipated Project Start and End Dates: September 2021 to December 2023</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>HOW TO SUBMIT:</b>                                             | <ul style="list-style-type: none"> <li>Please go to <a href="http://www.cybergrants.com/pfizer/QI">www.cybergrants.com/pfizer/QI</a> and sign in. First-time users should click "Create your password".</li> <li>In the application: <ul style="list-style-type: none"> <li>For the question "Are you replying to a Request for Proposal as part of the Competitive Grant Program?" select <b>Yes</b></li> <li>Select the following Competitive Grant Program Name: <b>2021 Oncology L: Rethink-Pfizer Metastatic Breast Cancer</b></li> <li>Select the following Primary Area of Interest: <b>Oncology - Breast - MBC</b></li> </ul> </li> <li>Requirements for submission:</li> <li>Complete all required sections of the online application and upload your project proposal (see Appendix) in the Full Proposal 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>IMPORTANT:</b> Be advised applications submitted after the due date will not be reviewed by the committee.</p> |
| <b>QUESTIONS:</b>                                                 | <p>If you have questions regarding this RFP, please direct them in writing to the Pfizer Grant Officer, <a href="mailto:Dewayne.Brumlow@pfizer.com">Dewayne.Brumlow@pfizer.com</a>, with the subject line "[<b>Improve the care of patients living with metastatic breast cancer (Rethink/Pfizer) and 10 March 2021</b>]."</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>GRANT AGREEMENTS:</b>                                          | <ul style="list-style-type: none"> <li>If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer. Please <a href="#">click</a> here to view the core terms of the agreement.</li> <li>Pfizer has drafted the terms of these agreements to be balanced and reasonable and to further the goals of both parties. Negotiating grant agreements requires significant resources, so please ensure that your institution (including your legal department) is able and willing to abide by these terms before proceeding with submission of your application as they will need to be accepted in their entirety.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>REVIEW AND APPROVAL PROCESS</b>                     | <ul style="list-style-type: none"><li>• A specific grant program RFP uses a joint review panel with Rethink Breast Cancer and Pfizer representatives to make final grant decisions.</li><li>• The panel is comprised of metastatic breast cancer experts (patients and medical experts) and Pfizer medical affairs representatives.</li></ul> |
| <b>MECHANISM BY WHICH APPLICANTS WILL BE NOTIFIED:</b> | <ul style="list-style-type: none"><li>• All applicants will be notified via email by the dates noted above.</li><li>• Applicants may be asked for additional clarification during the review period.</li></ul>                                                                                                                                |

### Appendix A Quality Improvement Project Full Proposal

Applications will be accepted via the online portal. Full Proposal documents should be no longer than 10-15 pages in length (12-point font and 1-inch margins) excluding Organization Detail and References. When uploading your Full Proposal please ensure it addresses the following\*:

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| <b>GOALS AND OBJECTIVES</b>               | <ul style="list-style-type: none"><li>• Briefly state the overall goal of the project. Also describe how this goal aligns with the focus of the RFP and the goals of the applicant organization(s).</li><li>• List the overall objectives you plan to meet with your project both in terms of learning and expected outcomes. Objectives should describe the target population as well as the outcomes you expect to achieve as a result of conducting the project.</li></ul>                                                                            |
| <b>ASSESSMENT OF NEED FOR THE PROJECT</b> | <ul style="list-style-type: none"><li>• Please include a quantitative baseline data summary, initial metrics (e.g., quality measures), or a project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in your target area. Describe the source and method used to collect the data. Describe how the data was analyzed to determine that a gap existed. If a full analysis has not yet been conducted, please include a description of your plan to obtain this information.</li></ul> |
| <b>TARGET AUDIENCE</b>                    | <ul style="list-style-type: none"><li>• Describe the primary audience(s) targeted for this project. Also 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 and the way it addresses the established need.</li><li>• If your methods include educational activities, please describe succinctly the topic(s) and format of those activities</li></ul>                                                                                                                                                                                                                                                                                           |
| <b>INNOVATION</b>                         | <ul style="list-style-type: none"><li>• Explain what measures you have taken to assure that this project idea is original and does not duplicate other projects or materials already developed.</li><li>• Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions related to this project.</li></ul>                                                                                                                                                         |

# Request for Proposal (RFP) Quality Improvement Grant

## Appendix A Quality Improvement Project Full Proposal (cont'd)

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| <b>EVALUATION AND OUTCOMES</b>      | <ul style="list-style-type: none"><li>• In terms of the metrics used for the needs assessment, describe how you will determine if the practice gap was addressed for the target group. Describe how you expect to collect and analyze the data.</li><li>• Quantify the amount of change expected from this project in terms of your target audience.</li><li>• Describe how the project outcomes will be broadly disseminated.</li></ul> |
| <b>ANTICIPATED PROJECT TIMELINE</b> | <ul style="list-style-type: none"><li>• Provide an anticipated timeline for your project including project start/end dates</li></ul>                                                                                                                                                                                                                                                                                                     |
| <b>ADDITIONAL INFORMATION</b>       | <ul style="list-style-type: none"><li>• If there is any additional information you feel Pfizer 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 / associations that will support and facilitate the execution of the project and the leadership of the proposed project. Articulate the specific role of each partner in the proposed project.</li></ul>                                                                                                                             |

*\*The online application also includes the fields noted above. The text in those fields should be the same text that is included in your Full Proposal document.*