

## Independent Medical Education Request for Proposals (RFP)

### Role of Maintenance Therapy in HER2+ Metastatic Breast Cancer (MBC)

#### Competitive Grant Program – Pfizer Internal Review Process

Date RFP Issued: April 9, 2025

## I. Eligibility

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### Geographic Scope/Location of Project:

United States, United Kingdom, France, Spain, Germany, and Italy are the priority countries although proposals with global reach are also encouraged.

### Applicant Eligibility Criteria

- **Applicant organizations to this RFP must be based in the United States or one of the 5-European countries above.**
- The following may apply: medical, allied health, and/or pharmacy professional schools; hospitals and healthcare institutions (both large and small); professional organizations/medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement.
- Only organizations are eligible to receive grants, not individuals or physician-owned medical practices or individual-physician-owned organizations.
- If the project involves multiple departments within an institution and/or between different institutions / organizations / associations, all institutions must have a relevant role and the requesting organization must have a key role in the project.
- For projects offering continuing education credit in the United States, the requesting organization must be accredited.

## II. Requirements

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### General Area of Interest for this RFP:

With new trial design exploring treatment optimization in the maintenance setting and the evolving treatment landscape, understanding the value of maintenance therapy is becoming important for treatment decisions.

Independent medical education projects should improve awareness and understanding of:

- how the concept of maintenance therapy in the 1L setting introduced by CLEOPATRA and its evolution over time provides treatment de-escalation opportunity in consideration of patients' Quality of Life
- the role of endocrine therapy in the HE2R+/HR+ MBC 1L setting
- treatment individualization in the maintenance setting including multi-drug management
- overall treatment paradigm and 1-L standard of care evolution for patients with HER2+ MBC integrating the latest available evidence

Examples of educational formats that will be considered under this RFP include but are not limited to:

- On-agenda educational sessions during live conferences
- Symposia or symposia series alongside major congresses such as ESMO and ASCO GI
- Grand rounds – single events or series

- Online articles, newsletter articles, training courses, webinars
- Social media posted & linked content
- Videos, podcasts, infographics, animations
- Multi-faceted or series-based activities

*It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.*

#### Target Audience:

- Medical oncologists, nurse practitioners, physician assistants, pharmacists and other healthcare professionals involved in the care and treatment of people with cancer.

#### Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to \$250,000 will be considered. The estimated total available budget related to this RFP is \$500,000.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

#### Key Dates:

- RFP release date: April 9, 2025
- Grant Application due date: May 28, 2025  
Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Anticipated Grant Award Notification Date: July 9, 2025
- Grants will be distributed following a fully executed agreement.
- Anticipated Approximate Project Start and End Dates: August 2025 to February 2026 (18 months approximate preferred length; projects may be shorter or longer than 18 months)

#### How to Submit:

Note: Please read this section carefully since applications submitted not following these instructions will not be accepted and will be cancelled.

- Please go to [www.cybergrants.com/pfizer/knowledge](http://www.cybergrants.com/pfizer/knowledge) and sign in. First-time users should click "Create your password". [Note: there are individual portals for each grant application type. Please be sure to use the URL above.]
- Click the "Start A New Knowledge Gap Application" button.
- In the application:
  - For the question "What type of request are you submitting?" select Response to a Request for Proposal (RFP)
  - For the question "Are you replying to a Request for Proposal (RFP) as part of the Competitive Grant Program?" select Yes
  - Select the following Competitive Grant Program Name: 2025 ONC Global Maintenance Therapy in HER2+ MBC IME
  - Select the following Primary Area of Interest: Oncology – Breast -KG
- Requirements for submission:
 

Complete all required sections of the online application and upload your project proposal (see Appendix) in the General RFP Submission field.

- If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page.

**IMPORTANT:** Be advised applications submitted after the due date will not be reviewed.

#### Questions:

- If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Nicola Fenderico ([Nicola.Fenderico@pfizer.com](mailto:Nicola.Fenderico@pfizer.com)), with the subject line “2025 HER2+ Maintenance RFP.”

#### Grant Agreements:

- If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer. Please click [here](#) to view the core terms of the agreement.
- Under Pfizer’s competitive grant program, modifications to grant agreements will not be reviewed unless a genuine conflict exists as between applicable law and the terms of the relevant grant agreement. Applicant is encouraged to share the core terms with counsel for approval prior to submitting an application.
- Except where prohibited by applicable law and, in any case, subject to review by Pfizer Legal, payment of grant funding may only be paid to the grantee organization.
- This RFP is supported by Pfizer Inc. and, if approved, payment will be sent from the United States.

#### Review and Approval Process:

- Grant requests received in response to a general RFP are reviewed by Pfizer colleagues to make final grant decisions.

#### Mechanism by which Applicants will be Notified:

- All applicants will be notified via email by the dates noted above.
- Applicants may be asked for additional clarification during the review period.

#### About Pfizer Global Medical Grants & Partnerships

Pfizer Global Medical Grants & Partnerships (GMGP) supports the global healthcare community’s independent initiatives (e.g., research, quality improvement, or education) to improve patient outcomes in areas of unmet medical need that are aligned with Pfizer’s medical and/or scientific strategies.

Pfizer’s GMGP competitive grant program involves a publicly posted general Request for Proposal (RFP) that provides detail regarding a general area of interest, sets timelines for review and approval, and uses an internal Pfizer review process to make final grant decisions. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the specific RFP.

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 must not be involved in any aspect of project development, nor the conduct of the independent education program.

## Appendix

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### General RFP Submission Requirements

Applications will be accepted via the online portal listed in the [How to Submit](#) section. 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. When uploading your Project Proposal please ensure it addresses the following sections:

### Goals and Objectives

- Briefly state the overall goal of the project.
- List the objectives you plan to meet with your project, in terms of learning and expected outcomes.

### Needs Assessment for the Project

- 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-level data that informs the stated objectives) in your target area.

### Target Audience

- 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.

### Project Design and Methods

- Describe the planned project, the educational approach, and the way the planned methods address the established need.

### Innovation

- 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.

### Evaluation and Outcomes

- 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.

### Dissemination Plan

- 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 publicly available beyond the initial project. Describe how the project outcomes might be broadly disseminated.

### Anticipated Project Timeline

- Provide an anticipated timeline for your project including project start/end dates.

### Additional Information

- If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here.

### Organization Detail

- 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.

### Budget Detail

- Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application.
- While estimating your budget please keep the following items in mind:
  - Independent Medical Education Grants awarded by GMG cannot be used to purchase therapeutic assets (prescription or non-prescription).
  - Overhead rates of up to 28% of the total proposed project budget may be supported by Pfizer. Please [click here](#) for details. General organizational running costs such as legal fees, insurance, heating, and lighting etc. should be included in an Institutional Overhead (if required). These costs are not specific to a grant request and therefore, should not appear as line items in budgets. However, costs that are specific to the study (e.g., some countries require insurance to be taken out on a per-study basis for clinical research) would be acceptable to be included as line items.