



Pfizer and Conquer Cancer, the ASCO Foundation
Quality Improvement
Request for Proposals

*Optimizing the Experience of Patients with
Bladder Cancer Through Multi-Disciplinary Care*

Competitive Grant Program – using Expert Review Panel

Geographic Scope/Location of Project: United States

Overview

Bladder cancer is the 10th leading cause of cancer death in the United States. According to the American Cancer Society, over 84,000 new patients will be diagnosed with bladder cancer in 2025, and over 17,000 patients will succumb to the disease. The bladder cancer therapeutic landscape is rapidly evolving, with advancements in both detection and available treatment options. With this rapid change comes significant variations in the quality of care and outcomes for patients with bladder cancer.

Bladder cancer is a heterogeneous condition, spanning early disease (e.g. non-muscle invasive bladder cancer [NMIBC]) through advanced/metastatic disease. As such, the delivery of optimal bladder cancer care across the disease continuum requires multi-disciplinary teams including urologists, medical, surgical, and radiation oncologists, key advanced practice providers and patient navigators. Patients with bladder cancer are treated in diverse practice settings and their experiences can be uniquely complex and stressful. As clinicians and patients embrace advances in the therapeutic landscape, the goal of this competitive grant program is to support quality improvement projects that aim to address known gaps in the multi-disciplinary care of patients with bladder cancer throughout the care continuum (NMIBC, muscle-invasive bladder cancer [MIBC] and metastatic urothelial carcinoma [mUC]).

There are a number of gaps that impact the experiences and outcomes of patients with bladder cancer, which may be addressed through quality improvement approaches. These include, but are not limited to:

- Addressing timely treatment initiation.
- Selecting the optimal treatment for each patient, including appropriate timing and follow-up care.
- Clear communication to patients regarding treatment options and what to expect during treatment, in particular identification of adverse events.
- Shared decision making across the care team, including (but not limited to) nurses, urologists, and medical, surgical, and radiation oncologists.
- Uniform application of care guidelines across different practice settings.
- Patient access to counseling pertaining to their care to provide knowledge that empowers them to make informed decisions.

This grant awards program was purposefully developed in collaboration between Pfizer, Conquer Cancer, the ASCO Foundation, The American Society for Radiation Oncology (ASTRO), and Large Urology Group Practice Association (LUGPA). The scientific focus of the program is guided by bladder cancer experts representing patients, urologists, medical, surgical, and radiation oncologists and expressly to meet the needs of patients with bladder cancer.

Scope

Project Types and Area of Interest

Proposals are encouraged that address improving the patient experience and management of care throughout the bladder cancer continuum, from diagnosis to survivorship, with a specific focus on the coordination of the multi-disciplinary care of patients. This includes using established quality improvement approaches to close known gaps related to:

- Improved shared decision making and communication across all stakeholders along the care journey (multi-disciplinary teams, providers, and patients).
- Optimized coordination of care, including helping patients navigate their own care journey.
- Guideline(s) concordance, optimizing implementation of care and mitigating complications to improve patient outcomes.
- Providing solutions for delivering quality multi-disciplinary care for both providers and patients in diverse practice settings.
- Ensuring safe and consistent therapeutic management to optimize treatment for all patients with bladder cancer.
- Utilizing technology (data science, patient centered mobile app or AI) to improve the ease of navigating the bladder cancer treatment paradigm.

For more clarity on quality improvement projects please refer to section: [About Pfizer Quality Improvement Projects](#) below.

[Project Budget and Duration](#)

This opportunity is intended to support quality improvement projects with an 18-24 month duration, and a maximum budget of \$250,000. Please refer to [Expected Approximate Monetary Range of Grant Applications](#) below for additional details.

[Project Sustainability](#)

This RFP aims to fund projects designed with long-term sustainability plans. Priority will be given to proposals that proactively address how their proposed programs can continue to operate in the absence of additional grant funding.

[Out of Scope](#)

- It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents (including biomarkers) will not be considered.
- Education-only based programming – this is not an independent education competitive grant program.
- Proposals primarily intended to improve outcomes via supportive care measures including surgical prophylaxis.

[Target Audience](#)

- Target applicants include medical, surgical, and radiation oncologists, urologists, nurses, advanced practice providers and other members of the multi-disciplinary team treating patients with bladder cancer in diverse settings (including academic and community settings).
- Target population are adult patients across all stages of bladder cancer, including NMIBC, MIBC, and unresectable locally advanced or mUC. This may include patients being diagnosed with bladder cancer (e.g. those evaluated for hematuria).

[Recommendations and Target Metrics](#)

Applicants are encouraged to use established guidelines for bladder cancer care and evidence-based quality metrics in the design of their Quality Improvement proposals. These may include but are not limited to:

- [Treatment of Non-Metastatic Muscle-Invasive Bladder Cancer: AUA/ASCO/SUO Guideline](#)
- [European Association of Urology Guidelines on Muscle-invasive and Metastatic Bladder Cancer](#)
- [Updates to Microhematuria: AUA/SUFU Guideline \(2025\)](#)
- [Quality Oncology Practice Initiative \(QOPI\)](#)
- [DMAIC – The 5 Phases of Lean Six Sigma](#)
- [The Model for Improvement \(Associates in Process Improvement\)](#)
- [ASCO-COA Oncology Medical Home Standards](#)
- Additional examples of Quality Improvement projects from the ASCO Quality Training Program can be found [here](#).

Projects should be designed to directly impact patient care; applicants are strongly encouraged to work in partnership with the communities impacted. This could include but not necessarily be limited to local patient advocates, advocacy groups, or community organizations representing patients impacted.

Application Details

Applicant Eligibility Criteria

- Community clinics treating patients with bladder cancer are highly encouraged to apply.
- The following institutions may apply: medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); independent practice groups; professional organizations; government agencies; and other entities with a mission related to healthcare improvement.
- Only organizations and independent practice groups are eligible to receive grants, not individual professionals or solo practices.
- The primary applicant must be US based. However, collaborative sites outside the US are permissible.
- 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.
- The applicant must be the Project Lead/Principal Investigator (PI) or an authorized designee of such individual (e.g., Project Lead/PI's grant/research coordinator).
- The Project Lead/PI must be an employee or contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Pfizer Inc. We strongly recommend that applicants confirm this with their organization or institution prior to submitting an application. Grants awarded to organizations that are subsequently found to be unable to accept funding directly from Pfizer Inc. may be subject to rescission.
- For projects offering continuing education credit, the requesting organization must be accredited.

Date RFP Issued

- May 15, 2025

Clinical Area

- Oncology – Bladder Cancer

Specific Area of Interest for this RFP:

- It is our intent to support quality improvement projects in the US, that focus on improving the multi-disciplinary care, and outcomes, of patients with bladder cancer throughout the care continuum (diagnosis stage, NMIBC, MIBC, and mUC).
- Collaborations with other practices and institutions are encouraged when appropriate, but all partners must have a relevant role defined in the proposal. Collaborators should provide a letter of support.
- It is expected that projects will be evidence-based, and the proposed research/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 of directly impacting patient care will be given high priority.

Review Criteria

Applications will be peer reviewed by an external review committee comprised of subject matter experts, including medical, surgical, and radiation oncology, urology, and quality improvement. Reviews will be based on the following criteria:

- Relevance of the project focus on addressing the needs of patients with bladder cancers.
- Strength of the proposal, feasibility, and likelihood of improving the quality of care for patients with bladder cancer.
- Appropriateness, feasibility, and adequacy of the proposed project design.
- Availability of environmental and institutional resources to support the proposed project, including appropriate collaborations.
- Prior quality improvement experience and accomplishments of the applicant, study team and collaborators.
- Projects that are both measurable and have sustainable impact will be favored by the selection committee.

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 \$1.5 million. Exceptional proposals with multiple significant collaborating organizations and the potential for wide expansion beyond a single health system may request up to \$1 million.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.
- The amount of the grant Pfizer will be prepared to fund for any project will depend upon the expert review panel's evaluation of the proposal and costs involved and will be stated clearly in the grant agreement.

Key Dates

- RFP Release Date: May 15, 2025
- **Full Proposal Due Date: July 23, 2025**
 - Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Review of Full Proposals by ERP: August-October, 2025
- Anticipated Full Proposal Notification Date: October 31, 2025

- Grants will be distributed following a fully executed agreement and submission of Final Protocol, documentation of IRB/IEC approval, regulatory approval (if applicable), exemption or waiver.

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 <https://www.cybergrants.com/pfizer/QI> 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.]

In the application:

- For the question "Are you replying to a Request for Proposal as part of the Competitive Grant Program?" select Yes
- Select the following Competitive Grant Program: **2025 ONC US CCF Bladder Cancer QI**
- Select the following Primary Area of Interest: **Oncology – Genitourinary – QI**

Requirements for submission:

- Complete all required sections of the online application and upload your project proposal (see Appendix) in the Full Proposal 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 Pfizer Grant Officer, Lori Carpenter, MPA (lori.carpenter@pfizer.com) and the Conquer Cancer Director of Scientific Review, Andrew L. Smith, PhD (andrew.smith@conquer.org) with the subject line "[2025 ONC US CCF Bladder Cancer QI]."

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.

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 Quality Improvement Projects

Quality improvement (QI) projects are systematic, data-guided, sustainable activities designed to bring about immediate, positive changes in the delivery of healthcare in particular settings^{1,2}. Quality improvement seeks to standardize structure and processes to reduce variation, achieve predictable results, and improve outcomes for patients, healthcare systems, and organizations. Structure includes things like technology, culture, leadership, and physical capital.

Process includes knowledge capital (e.g., standard operating procedures) or human capital (e.g., education and training)³.

QI projects systematically apply what is already known into the local practice, intended to quickly improve patient care within a specific setting. The goal of QI projects is to close a gap in performance at a specific health care system. The “performance” is a standard in health care that is not efficiently/appropriately/ consistently being done⁴. For these reasons, QI focuses on translating existing knowledge into programs or practices to immediately improve the quality of services to individuals and populations within a local institution or setting⁵. The risk of participation in QI is the same as the risk of receiving standard clinical care⁶ since the standard of care remains the same for all patients.

In contrast, research projects use a systematic approach to discover something that is unknown. Research projects add new knowledge to what was previously unknown in literature through testing of a hypothesis or a scientific question⁴. Research aims to generate knowledge with broad applications, often through controlled studies. The subjects may or may not benefit directly from the knowledge gained. Research studies aim to evaluate an innovation, study something new, or analyze a process not yet rigorously studied⁶.

[1\) Baily MA, et al., Hastings Cent Rep 2006.](#) [2\) Lynn J, et al., Ann Intern Med 2007.](#) [3\) Centers for Medicare & Medicaid Services, Page Last Modified: 09/10/2024.](#) [4\) Jackson C, Research Quality Manager, Office of Research and Scholarship University of Maryland, Baltimore School of Nursing.](#) [5\) COLUMBIA UNIVERSITY INSTITUTIONAL REVIEW BOARD GUIDANCE FOR THE CLASSIFICATION OF QUALITY IMPROVEMENT ACTIVITIES VERSUS RESEARCH WITH HUMAN SUBJECTS. Effective Date: December 1, 2023.](#) [6\) Newhouse et al., J Nurs Adm. 2006.](#)

[About Pfizer External Research & Grants](#)

Pfizer External Research & Grants (ER&G) 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 ER&G competitive grant program involves a publicly posted Request for Proposal (RFP) that provides detail regarding a specific area of interest, sets timelines for review and approval, and uses an expert review panel (ERP) to make final grant decisions. Organizations are invited to submit an application addressing the specific gaps in practice as outlined in the specific RFP.

For all quality improvement 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 or monitoring of the quality improvement program.

[About Conquer Cancer, the ASCO Foundation](#)

Conquer Cancer®, the ASCO Foundation, funds research for every cancer, every patient, everywhere. Since 1984, its Grants & Awards program has awarded more than \$191 million through more than 9,300 grants and awards to improve cancer care and accelerate breakthroughs in clinical and translational oncology research. Conquer Cancer’s EveryGrant® program is an end-to-end, white label solution, helping organizations develop and deliver grants programs that attract the brightest researchers and make a difference for people with cancer everywhere. For more information, visit [CONQUER.ORG](https://conquer.org)

[About The American Society for Radiation Oncology \(ASTRO\)](#)

The American Society for Radiation Oncology (ASTRO) is the world's largest radiation oncology society, with more than 10,000 members who are physicians, nurses, biologists, physicists, radiation therapists, dosimetrists and other health care professionals who specialize in treating patients with radiation therapies. The Society is dedicated to improving patient care through professional education and training, support for clinical practice and health policy standards, advancement of science and research, and advocacy. ASTRO publishes three medical journals, *[International Journal of Radiation Oncology • Biology • Physics](#)*, *[Practical Radiation Oncology](#)* and *[Advances in Radiation Oncology](#)*; developed and maintains an extensive patient website, [RT Answers](#); and created the nonprofit foundation [Radiation Oncology Institute](#). To learn more about ASTRO, visit [astro.org](#) or [RTanswers.org](#), sign up to [receive our news](#) and follow us on our [blog](#), [Facebook](#) and [X \(formerly Twitter\)](#).

[About Large Urology Group Practice Association \(LUGPA\)](#)

LUGPA is the only nonprofit urology trade association in the US. Since its founding in 2008, LUGPA has earned national recognition in the pursuit of its mission to preserve and advance the independent practice of urology while demonstrating quality and value to patients, vendors, third-party payors, legislators and regulatory agencies. The robust resources LUGPA provides help member groups to meet the challenges of independent practice in today's rapidly changing healthcare marketplace. For more information, visit [www.lugpa.org](#).

Appendix A

Specific RFP Submission Requirements

Applications will be accepted via the online portal listed in the How to Submit section. Project Proposals/Protocols 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 Full Proposal please ensure it addresses the following sections:

Goals and Objectives

- Briefly state the overall goal of the project. Also describe how this goal aligns with the focus of this program to improve the care of patients with bladder cancer, as well as the goals of the applicant organization(s).
- List the overall objectives you plan to meet with your project, both in terms of practice improvements and patient outcomes. Objectives should describe the target population as well as the patient outcomes that would define success for the project.

Assessment of Need for the Project

- 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.

Target Audience

- 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 and the size of your sample population.
- Describe the population of patients with bladder cancer served by your organization, as well as any relevant providers (oncologists, nurses, etc.) who would be participating in the proposed quality improvement approaches.

Project Design and Methods

- Describe the planned project and how it addresses the established need.
- If your methods include educational activities, please describe succinctly the topic(s) and format of those activities.
- Identify which clinical quality measure(s) will be targeted and explain why selected, including the baseline rate for each site.

- Describe how quality improvement approaches will be implemented and evaluated over the course of the project.
- Provide a summary of the timeline, activities, partners, and other factors that will impact the success of the proposed work.
- If a patient advocate, or advocacy organization is involved in the project, please describe their roles during the conduct of the project, and how the project will benefit from advocacy engagement.

Innovation

- Explain what measures you have taken to assure this project idea 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 related to this project.
- Describe relevant research or evidence to support the feasibility of proposed approaches, including applications in comparable clinical settings.
- Describe how these proposed approaches, if successful, would be sustained long term?

Evaluation and Outcomes

- Describe how you expect to collect and analyze the data.
- 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 (i.e. how will success be defined).
- Quantify the amount of change expected from this project in terms of care or outcomes for patients with bladder cancer.
- Describe how the project outcomes will 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 believe 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

- The budget amount requested must be in U.S. dollars (USD).
- While estimating your budget please keep the following items in mind:
 - 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.

- The inclusion of overhead costs cannot cause the amount requested to exceed the budget limit set forth in the RFP.
- Pfizer does not provide funding for capital purchases (infrastructure expenses such as equipment, purchases of software or software licenses, technology or bricks and mortar). Equipment hire/leasing is acceptable and may be included in project budget.
- It should be noted that grants awarded through ER&G cannot be used to purchase Pfizer therapeutic agents (prescription or non-prescription).
- Pfizer maintains a company-wide, maximum allowed overhead rate of 28% for independent studies and projects. Please [click here](#) for details.

Required Supporting Documents

The following supporting documents must be uploaded as supporting documents for your application, and are not included in the 15-page limit.

- NIH-format biosketch for the PI and Co-PI (if applicable)
- Institutional Letter of Support signed by the leadership of your organization (e.g. Department head or executive director). The letter may not be written/signed by a member of the investigator team.
- Letters of support from any collaborating investigators and/or organizations.