



## **Request For Proposals**

Guidelines and Best Practices in the Holistic Management of Patients with Metastatic Urothelial Carcinoma (mUC)

**Date of Release: May 29, 2025**

### **I. Background**

Pfizer Inc. and Astellas are collaborating to provide grant support for continuing professional education in bladder cancer.

This publicly posted Request for Proposal (RFP) provides details regarding a general area of interest, sets timelines for review and approval, and uses an internal company-alliance review process to make final grant decisions. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the 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 and Astellas must not be involved in any aspect of project development, nor the conduct of the independent education program.

### **II. General Area of Interest for this RFP**

The recent update of the NCCN Bladder Guidelines for all stages of disease including but not limited to, Locally Advanced and Metastatic Disease, represents a substantial restructuring of the principles of systemic therapy for patients with this disease (ref. NCCN Clinical Practice Guidelines in Oncology [NCCN Guidelines®] Bladder Cancer Version 1.2025-March 25, 2025). It is important for oncologists, nurses and all members of the multi-disciplinary care team to be educated on these practice-changing updates and how to incorporate them safely and effectively for appropriate patients.

This competitive grant program seeks to support independent medical education activities that will increase knowledge of new guideline-based treatment recommendations. Projects considered for grant support will focus on one or more of the following:

Application of guideline recommended care in first-line locally advanced or metastatic urothelial carcinoma (la/mUC):

- Holistic management of patients with la/mUC, including but not limited to:
  - selection and sequencing of therapies
  - early identification, management, and monitoring of adverse events
  - adverse event mitigation strategies to employ before or during treatment
- Best practices for multidisciplinary teams to deliver safe and effective care for la/mUC patients, particularly community and rural practice settings with a focus on advanced practice provider education
- Strengthening shared decision-making between health care providers and patients/patient caregivers

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

- Multi-activity or tiered education that builds over time such as a series of activities or curriculum-based learning
- Tethered programs, incorporating patients/caregivers into learning activities
- On agenda educational sessions during live conferences or satellite symposia adjacent to major conferences (including those through Spring of 2026)
- Grand Rounds or tumor boards
- Expert interviews recorded at live conferences, conference coverage reviews
- Online articles, training courses, webinars, podcasts
- All learning resources such as videos, infographics, animations

### **III. Target Audience and Geographic Scope**

The intended learner audience can include urologists, medical oncologists, Advanced Practitioners (APPs/PA/NPs), nurses, other healthcare professionals on the multidisciplinary care team responsible for the treatment of patients with urothelial cancer, and/or patients and caregivers in community and academic settings.

The geographic scope of this RFP can reach global learner audiences, however, the United States should be the primary priority.

### **IV. Applicant Eligibility Criteria**

The following types of organizations may apply: medical, nursing, allied health, and/or pharmacy professional schools; 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.

Please note:

- Only organizations are eligible to receive grants, not individuals or medical practice groups.
- 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.
- The project/program lead must be an employee or contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Pfizer Inc.
- For projects offering continuing education credit, the requesting organization must be accredited.

#### **V. Expected Approximate Monetary Range of Grant Applications**

Individual projects requesting up to \$250,000 will be considered although projects with budgets under this cap (either through multi-supported or smaller, focused educational activities) will receive preferential consideration. Funding will be allocated for 1-2 larger projects with the majority of the total available budget going toward multiple smaller projects (e.g. \$50,000 - \$150,000.) The estimated total available budget related to this RFP is \$1,300,000 USD. Award amounts include direct costs, institutional overhead costs (28% maximum), and indirect costs.

#### **VI. Key Dates**

- RFP release date: May 29, 2025
- Grant Application due date: July 23, 2025 - 11:59pm EST
- Anticipated Grant Award Notification Date: Aug 29, 2025
- Anticipated Approximate Project Start: September/October 2025
- Suggested maximum project length: 12-18 months (e.g., September 2025 to March 2027)
- Grants will be distributed following a fully executed agreement.

#### **VII. How to Submit**

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 mUC Best Practices**
- Select the following Primary Area of Interest: Oncology – Genitourinary – KG

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.

If you have questions regarding this RFP, please direct them in writing to the Pfizer Grant Officer, Lori Carpenter ([Lori.Carpenter@pfizer.com](mailto:Lori.Carpenter@pfizer.com)) and the Astellas Grants Director, Riaz Baxamusa ([Riaz.Baxamusa@astellas.com](mailto:Riaz.Baxamusa@astellas.com)), with the subject line “2025 ONC mUC Best Practices”.

### **VIII. Grant Agreements**

If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer Inc. on behalf of the Pfizer-Astellas Alliance. Grant funding is being provided by both companies so both Pfizer Inc. and Astellas must be acknowledged as part of standard disclosures of support of independent medical education.

## Appendix

### General RFP Submission Requirements

Applications will be accepted via the online portal listed in the [How to Submit](#) section of the RFP. 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 reviewers 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 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. 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.