

Independent Medical Education Request for Proposals

Advancing Care for Patients with Advanced ALK+ Non-Small Cell Lung Cancer (NSCLC)

Overview

Pfizer and ALK Positive are collaborating to offer a new grant opportunity seeking proposals for independent medical education initiatives.

Lung cancer remains the most commonly diagnosed cancer worldwide, with non-small cell lung cancer (NSCLC) accounting for approximately 85% of cases¹. Among NSCLC subtypes, advanced ALK-positive NSCLC represents 2% to 7% of NSCLC cases and is characterized by aggressive disease progression and frequent central nervous system involvement². Targeted therapies, known as ALK tyrosine kinase inhibitors (TKIs), have transformed treatment outcomes for these patients, improving disease control with a manageable side effect profile.³⁻⁶

Through this effort, our goals are to help individuals diagnosed with advanced ALK+ non-small cell lung cancer (NSCLC) by supporting projects that focus on:

- Preparation of patients and care partners for ALK inhibitor therapy, side-effect management, including what to expect during treatment and how to engage with their healthcare team.
- Development of material pertaining to prompt side-effect (adverse events) recognition, including lifestyle recommendations, to preserve / support quality of life.
- Development of tools that emphasize patient preferences, facilitate preference-informed decision-making, and ensure inclusivity and accessibility for example: providing multilingual resources.

About ALK Positive

A patient-driven organization that seeks a cure for ALK+ cancer and works to improve patients' quality of life and life expectancy worldwide.

About Pfizer

Pfizer 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 medical and/or scientific strategies.

Geographic Scope

North America, South America, Europe and Australia

Key Dates

Submission Deadline: 18 February 2026

Anticipated Notification Date: March/April 2026

Funding Range and Project Length

- Individual projects requesting up to \$100,000 USD will be considered.
- Maximum project length is 18 months.

I. Eligibility

Geographic Scope

North America, South America, Europe, and Australia

Applicant Eligibility Criteria

- **Applicant organizations to this RFP must be based in North America, South America, Europe or Australia**
- The following may apply medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); Patient Advocacy Groups (PAGs), professional organizations/medical societies; medical education companies; and other entities with a mission related to patient and/or healthcare professional education and/or healthcare improvement.
- Only organizations are eligible to receive grants, not individuals or physician-owned medical practices.
- 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.

II. Requirements

Primary Area of Interest

- Oncology-Lung cancer: advanced or metastatic ALK+ non-small cell lung cancer (NSCLC)

Specific Area of Interest for this RFP

Projects that will be considered for this RFP will focus on enhancing the knowledge of patients and care partners in the following areas:

- Preparation of patients and care partners for ALK inhibitor therapy, side-effect management, including what to expect during treatment and how to engage with their healthcare team.
- Development of material pertaining to prompt side-effect (adverse events) recognition, including lifestyle recommendations, to preserve / support quality of life.
- Development of tools that emphasize patient preferences, facilitate preference-informed decision-making, and ensure inclusivity and accessibility for example: providing multilingual resources.

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

- **Patient Education Toolkit:** Co-created with HCPs, a traditional resource includes plain-language guides, tolerability checklists, and decision aids in multiple formats and languages.
- **“ALK Journey” Digital tool:** A creative tool offering gamified onboarding, symptom preparedness, and medication tracking to support treatment initiation and persistence.
- Projects that enhance patient–multidisciplinary team (MDT) communication and preparation, with a focus on timely identification and proactive management of treatment-related side effects

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

- Patients with ALK+ Metastatic NSCLC, care partners and Patient Advocacy Groups (PAGs)
- Oncologists, oncology nurses and nurse practitioners, physician assistants, pharmacists, registered dietitians, mental health professionals and other healthcare professionals involved in the care and treatment of patients with advanced ALK+ NSCLC.

Expected Approximate Monetary Range of Grant Applications

- Individual projects requesting up to \$100,000 USD will be considered. The estimated total available budget related to this RFP is \$400,000 USD.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates

RFP Release Date	3 December 2025
Submission Deadline	18 February 2026
Anticipated Notification Date	March/April 2026
Anticipated Approximate Project Start Date	May 2026*

*18 months preferred maximum length; projects may be shorter than 18 months)

IMPORTANT: Applications submitted after the due date will not be reviewed.

How to Submit

Please go to www.cybergrants.com/pfizer/knowledge and sign in.

Note: there are individual portals for each grant application type. Please be sure to use the URL above.

- First-time users should click “Create your password”.
- Click the “**Start A New Knowledge Gap Application**” button.
- Requirements for submission:
 - Complete all required sections of the online application
 - **IMPORTANT:** Upload proposal (see Appendix) in the General RFP Submission field.
- In the application:
 - For the question “**Competitive Grant?**” select “**Yes**”
 - Select the following Primary Area of Interest: **Oncology- Lung**
 - Select the following Competitive Grant Program Name: **2026 ONC ALK+ Patient Education IME**

Questions

- If you encounter any technical difficulties with the website, please click [here](#) or the “Technical Questions” link at the bottom of the page in the grant management system.
- Please click [here](#) to view “Frequently Asked Questions” regarding the Competitive Grant Program.
- If you have questions regarding this RFP, please direct them in writing to the Pfizer Grant Officer, Amanda Stein (Amanda.J.Stein@pfizer.com).

Review and Approval Process

- Grant requests received in response to this RFP are reviewed by an expert review panel (ERP) to make final grant decisions.
- The panel will be selected by ALK Positive and will include one Pfizer Medical Affairs colleague.

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.

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.
- Pfizer's competitive grant program does not review modifications unless there is a true conflict between applicable law and the grant terms. Applicants should have counsel review core terms before 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 the payment will be issued by a Pfizer US based legal entity.

Independent Education Grants

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

IMPORTANT: 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.

Assessment of Need for the Project

- Include a description of your needs assessment for this proposed project which may include how you identify the gaps between patient's current knowledge, skills, and behaviors and what they need to know to manage their health effectively.

Target Audience

- Describe the primary audience(s) targeted for this project. Indicate whom you believe will directly benefit from the project outcomes.

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.
- 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 and ALK Positive 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 GMGP 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.