

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

Clinical Data Updates on Long Term Outcomes and Practical Therapy Management Strategies in First-line ALK-positive Metastatic Non-Small Cell Lung Cancer (NSCLC)



Overview

This competitive grant seeks to encourage organizations to submit grant applications for education activities designed to increase healthcare professional understanding and awareness of most recent clinical data and practical therapy management strategies for patients with ALK-positive Metastatic Non-Small Cell Lung Cancer (mNSCLC) with a particular focus on community oncology practice.



Geographic Scope

United States



Project Types and Area of Interest

Potential applicants are encouraged to identify and address educational needs of healthcare professionals — particularly in community oncology practice — through community relevant, peer-to-peer learning approaches to strengthen understanding of most recent clinical data and provide practical adverse event management strategies for ALK TKI-based treatment (e.g. weight gain, hyperlipidemia, and CNS-related effects) in patients with ALK+ mNSCLC.



Key Milestones

Submission Deadline

Anticipated Grant Award Notification

Anticipated Project Start Date/Duration



Funding Range and Project Length

Individual projects requesting up to \$250,000 will be considered.

Maximum project length is 1 year.

I. Eligibility

Geographic Scope/Location of Project:

- United States

Applicant Eligibility Criteria

- **Applicant organizations to this RFP must be based in the United States.**
- The following 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.
- Only organizations are eligible to receive grants, not individuals or medical practice groups (i.e., an independent group of physicians not affiliated with a hospital, academic institution, or professional society).
- 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 applicant must be the project/program lead or an authorized designee of such individual (e.g., project/program lead's grant coordinator).
- 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.. 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.
- **Disclosure of Use of Artificial Intelligence (AI):** Applicants must disclose whether artificial intelligence (AI) tools were used in the preparation of their grant application. If AI tools were used, applicants should briefly identify the tool(s), describe how they were used (e.g., drafting, editing, summarization, content creation, etc.), and explain how AI-assisted outputs were reviewed and validated. Use of AI tools **does not disqualify** an application; however, applicants remain fully responsible for the accuracy, originality, and compliance of all submitted content. **Failure to disclose** the use of AI tools may result in disqualification of the application.

II. Requirements

Primary Area of Interest:

- **Oncology – Lung - KG**

General Area of Interest for this RFP:

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

Projects that will be considered for Pfizer support will focus on increasing healthcare professional understanding and competence in one or more of the following areas:

- Increase understanding and awareness of most recent clinical data relevant to the first-line treatment of patients with ALK+ mNSCLC.
- Address educational gaps in community oncology in diagnoses, treatment and management of patients with ALK+ mNSCLC.
- Optimize ALK inhibitor-based treatment through proper management of adverse events through dose modifications and innovative strategies.

- Maximize therapy management strategies of ALK inhibitors through collaboration between experts in academic centers and community oncologists.
- Provide education directly to patients on the importance of appropriate biomarker testing.
- The role of the multi-disciplinary team (including pharmacist, nurse, and other allied health providers) collaboration and coordination of care in treatment management and monitoring during ALK inhibitor therapy.
- Weight management and management of neurocognitive adverse events in patients treated with oral oncolytic therapies.

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

- Peer-to-peer platforms / interactive case-based forums for healthcare professionals (especially suited for community practice)
- Short-form digital education (e.g., podcasts, brief Q&A-style modules, videos) designed for time-constrained community workflows
- Testing and treatment algorithms and resources
- On-agenda educational sessions during live conferences
- Multi-company supported, stand-alone symposia
- Expert interviews recorded at live conferences, conference coverage reviews
- Online articles, newsletter articles, training courses, webinars
- Social media posted & linked content
- Medical School and Fellowship Training curricula updates

Target Audience

- Oncologists (particularly community oncologists), oncology nurses and nurse practitioners, physician assistants, pharmacists and other healthcare professionals involved in the care and treatment of people with ALK+ mNSCLC.

Expected Approximate Monetary Range of Grant Applications

- Individual projects requesting up to \$250,000 will be considered. Proposals with smaller budgets are also encouraged. We intend to support 2-3 proposals.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates:



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

*Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5)

How to Submit:

IMPORTANT: 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 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”. It is strongly suggested to do this prior to the submission deadline.
- 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 - KG**
 - Select the following Competitive Grant Program Name: **2026 ONC US ALK+ Metastatic NSCLC 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 cybergrants.
- 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 Grant Officer, Sue Lee (sue.lee@pfizer.com), with the subject line “2026 ONC US ALK+ Metastatic NSCLC IME”

Review and Approval Process

- Grant requests received in response to a general RFP are reviewed by Pfizer 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.

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 the payment will be issued by a Pfizer US based legal entity.

References

- NCCN Guidelines Version 7.2024 Non-Small Cell Lung Cancer

- Solomon, B. J., Liu, G., Felip, E., Mok, T. S. K., Soo, R. A., Mazieres, J., ... Bauer, T. M. (2024). Lorlatinib versus crizotinib in patients with advanced alk-positive non-small cell lung cancer: 5-year outcomes from the Phase III Crown Study. *Journal of Clinical Oncology*. doi:10.1200/jco.24.00581

About Pfizer Grants

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 Pfizer's medical and/or scientific strategies.

Pfizer's 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

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 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 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.

Required Documents

- Project Plan/Proposal or Meeting Agenda