

Pfizer Independent Medical Education Grant Request for Proposals

Competitive Grant Program – Pfizer Internal Review Process

Optimizing Early Biomarker Testing to Guide Clinical Decision-Making in Colorectal Cancer Across Latin America



Overview

This RFP supports independent medical education initiatives aimed at improving biomarker testing in colorectal cancer (CRC).

Despite the availability of biomarker testing recommendations in various guidelines, variability in access, limited awareness, and gaps in clinical implementation continue to impact optimal patient management.

This initiative seeks to enhance knowledge, close diagnostic and clinical practice gaps, and support the appropriate use of biomarker-driven management strategies to improve outcomes in CRC.



Geographic Scope

Mexico, Brazil, Colombia, Peru, Chile, and Argentina.



Project Types and Area of Interest

Program learning objectives may include:

- The role and clinical impact of biomarker testing in CRC.
- Current guideline-recommended biomarker testing.
- Emerging evidence and best practices in precision oncology.
- Integration of biomarker testing into clinical pathways.

Proposals that include multidisciplinary approaches involving both clinicians and diagnostics experts are encouraged and will be considered favorably during review.



Key Milestones

Submission Deadline

**Anticipated Grant
Award Notification**

**Anticipated Project
Start Date/Duration**



17 SEP 2026



28 OCT 2026



25 NOV 2026



Funding Range and Project Length

Individual projects may request funding ranging from \$50,000 to \$100,000 USD for single-country projects, or up to \$200,000 USD for larger, multi-country projects with regional impact. The estimated total available budget related to this RFP is \$250,000.

I. Eligibility

Geographic Scope/Location of Project:

- Mexico, Brazil, Colombia, Peru, Chile, and Argentina.

Applicant Eligibility Criteria

- The following may apply: medical, dental, 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.

II. Requirements

Primary Area of Interest:

- Oncology / Colorectal Cancer

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.

Educational proposals should address one or more of the following priorities:

- Improving awareness and understanding of clinically actionable biomarkers in CRC (e.g., MSI/MMR, KRAS, NRAS, BRAF, HER2,), including appropriate patient identification and optimizing time-to-treatment
- Enhancing interpretation and clinical application of biomarker test results to support evidence-based treatment decision-making
- Strengthening knowledge and implementation of precision oncology principles in colorectal cancer management
- Building multidisciplinary capacity across oncology, pathology, and molecular diagnostics to support integrated care
- Improving integration of biomarker testing into clinical workflows and care pathways, including adoption of best practices such as reflex testing
- Supporting educational initiatives that drive behavioral change and improve adherence to guideline-based testing and treatment
- Promoting consistent implementation of biomarker-driven care in routine clinical practice

- Addressing variability in clinical practice and improving standardization of testing and treatment approaches
- Reducing disparities in access to biomarker testing across regions, institutions, and healthcare systems
- Advancing equitable delivery of precision oncology care through targeted educational strategies

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

- Live or virtual educational programs (e.g., symposia, regional or national meetings, Grand Rounds), including peer-to-peer education and expert-led discussion forums with enduring materials.
- Multicenter or regional educational collaboratives and structured learning networks to support shared learning and best practice adoption.
- Digital learning activities, including live and on-demand formats.
- Multimedia resources (e.g., videos, podcasts, infographics, animations)

Proposals that include multidisciplinary approaches involving both clinicians and diagnostics experts are encouraged and will be considered favorably during review.

Target Audience

- Healthcare professionals involved in colorectal cancer management, including but not limited to:
- Medical oncologists
- Pathologists
- Gastrointestinal surgeons
- Multidisciplinary oncology teams

Expected Approximate Monetary Range of Grant Applications

- Up to \$200,000 for multi-country or regional programs combining live, in-person or virtual activities with an enduring component for broader dissemination (e.g., recorded or on-demand materials), and up to \$100,000 for local or country-specific programs.
- Individual projects may request funding ranging from \$50,000 to \$100,000 USD for single-country projects, or up to \$200,000 USD for larger, multi-country projects with broader regional impact. The estimated total available budget related to this RFP is \$250,000.
- 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.

- Click here to navigate to this Competitive Grant Program's unique Program Application Form: [2026 ONC LATAM Biomarker Educational Grant](#)
 - First-time users should create a Requester Portal account by clicking **Not a member?**

OR

- Navigate to: <https://pfizermarcie.my.site.com/pfzrequester> and sign in.
- In the upper navigation bar, click **Grant Programs** to see all available programs.
- Select **Medical Education**
- Click **Apply** on the **2026 ONC LATAM Biomarker Educational Grant** to open the Program Application Form.
- Requirements for submission:
 - Complete all required sections of the online application
 - **IMPORTANT:** Upload proposal (see Appendix) in the Proposal/Protocol field.
 - For more information on navigating Pfizer's new grant management system (MARCIE), please refer to this helpful [User Guide](#).

Questions:

- 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, Miguel Briceño, (miguelangel.briceno@pfizer.com) with the subject line "Optimizing Early Biomarker Testing to Inform Clinical Decision-Making in Colorectal Cancer".

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

1. Ong, M., et al., 2024. Molecular Biomarkers for Systemic Therapy of Metastatic Colorectal Cancer: ASCO Guideline Update. *Journal of Clinical Oncology*.
2. Cervantes, A., et al., 2020. Pan-American Adapted ESMO Consensus Guidelines for the Management of Patients with Metastatic Colorectal Cancer: A Bare-Essentials Version. *ESMO Open*, 5(1).
3. Mosele, F., et al., 2020. Recommendations for the Use of Next-Generation Sequencing (NGS) for Patients with Metastatic Cancers: A Report from the ESMO Precision Medicine Working Group. *Annals of Oncology*, 31(11), pp. 1491–1505.
4. Gatalica, Z. and Vranic, S., 2020. The Evolving Landscape of Biomarker Testing in Colorectal Cancer. *Expert Review of Molecular Diagnostics*, 20(8), pp. 807–815.

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