



Request for Proposals (RFP) for an Educational Activity
“RFP ONC01-2018: Immuno-Oncology in Renal Cell Carcinoma (RCC)”

I. Background

EMD Serono, Inc. and Pfizer Inc. are collaborating to provide grant support for continuing professional education in the area of Immuno-Oncology. Immuno-Oncology is a top priority for EMD Serono and Pfizer. The global strategic alliance between our companies enables us to benefit from each other’s strengths and capabilities.

Through this RFP we encourage organizations to submit grant requests that, if funded, will support education in a specific disease state, therapeutic area, or broader area of educational need. The content or format of educational activities or related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

II. Eligibility

Geographic Scope:	United States
Applicant Eligibility Criteria:	<p>The following may apply: medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations and medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement. Only Accredited CME providers are eligible to respond to this RFP. No individual HCPs, HCP practice groups, HCP-owned clinics, Managed Care Organizations or Pharmacy Benefit Managers may apply for a grant.</p> <p>More information on organizations eligible to apply directly for a grant can be found at www.grants.emdserono.com.</p>

III. Requirements

Date RFP Issued:	October 31, 2018
Clinical Area:	Immuno-Oncology in RCC

<p>Specific Area of Interest for this RFP:</p>	<p>Specifically for advanced RCC:</p> <ol style="list-style-type: none"> 1. Increase understanding of the rationale for consideration of IO combination therapies in the treatment of RCC including IO/VEGFR TKI. 2. Increase awareness of when immunotherapy should be considered as a treatment option for patients with RCC to include patient selection, optimal drug combinations, and sequencing. 3. Improve the early detection and management of IO and IO combination (IO/VEGFR TKI or IO/IO) related adverse events in RCC patients. <p>The target learner audiences include: Medical Oncologists, Urologists, Surgeons, Health System Pharmacists, Physician Assistants & Oncology Nurses.</p> <p>All CME/CE activity types will be considered through this RFP including but not limited to; national or regional symposia, workshops, regional community series; online courses & tools, print materials and other enduring materials. Proposals may take a curriculum approach or have multiple components/activities.</p> <p>Organizations are encouraged to describe their process for Continuous Assessment of their activities for both educational effectiveness as well as how they stay current when significant new data becomes available.</p>
<p>Expected Approximate Monetary Range of Grant Applications:</p>	<p>The total available budget related to this RFP is approximately \$500,000.</p> <p>The typical grant maximum under this RFP will be up to \$250,000. However larger proposals will be considered for funding if they include multiple activities such as several live events, enduring activities, and supportive materials and tools.</p> <p>Smaller educational proposals are also encouraged. Organizations that would like to develop activities for a more limited regional or local group of healthcare providers should also apply. Typically grant amounts for local or regional activities should not exceed around \$50,000 USD.</p> <p>The grant amount Pfizer and EMD Serono will be prepared to fund will depend upon the evaluation of the proposal and costs involved and will be stated clearly in the approval notification.</p>
<p>Key Dates:</p>	<p>RFP release date: October 31, 2018</p> <p>Grant application due date: November 19, 2018 Please note the deadline is midnight Eastern Time (New York, GMT -5).</p> <p>Anticipated Grant Award Notification Date: December 7, 2018</p> <p>Grants distributed following execution of fully signed Letter of Agreement</p> <p>Period of Performance: January 2019 to July 2020 (projects may be shorter; 18 month project maximum)</p>

How to Submit:	<p>Requests must be submitted through EMD Serono's Request Management website, www.grants.emdserono.com. If you are not yet a registered user, click on "register" and create a user profile. If you have any questions, please contact us by phone (1-800-283-8088) or email (megrants@emdserono.com). Submissions must include RFP ONC01-2018: Immuno-Oncology in Renal Cell Carcinoma (RCC) in the request title.</p> <p>Completing the Grant Application on the Request Management Website The information below will help you fill out the particular sections of the online grant application.</p> <p>"General Information" Section of the Request Application Complete all information requested under the "General Information" section.</p> <p>"Program Overview" Section of the Grant Application Complete all information requested under the "Program Overview" section. This section relates to the program that your organization is proposing in response to this Request for Proposals. Below is specific guidance on certain fields in this section:</p> <p>Event Start and End Dates Potential dates for the start and end of the program, taking into account necessary planning time.</p> <p>Total Credit Hours and Number of Attendees Information should be based on good faith estimates.</p> <p><i>Please Note: A complete reconciliation will be required following the close of the program.</i></p>
Questions:	<p>If you have questions regarding this RFP, please direct them in writing to Mamatha Nayak at (Mamatha.Nayak@emdserono.com), with the subject line "RFP ONC01-2018: Immuno-Oncology in RCC."</p>
Mechanism by which Applicants will be Notified:	<p>All applicants will be notified via email by the dates noted above.</p> <p>Applicants may be asked for additional clarification or to make a summary presentation during the review period.</p>

IV. Terms and Conditions and Disclaimers

1. The purpose of the Request for Proposals is to make CME providers and other qualified organizations aware that EMD Serono is interested in receiving grant applications through its Medical Education Program for an independent education program. It is not an offer to contract. Only the execution of a Grant Agreement by the CME provider/organization and EMD Serono will obligate EMD Serono and the provider/organization in accordance with the terms and conditions contained in the Grant Agreement. EMD Serono's Standard Form of Grant Agreement is posted on the Grant Management website.
2. Per EMD Serono's medical education grant policy, educational programs must be primarily dedicated, in both time and effort, to promoting objective scientific and educational activity and discussion.
3. Per EMD Serono's medical education grant policy, individual professionals, physician group practices, physician-owned clinics, managed care organizations, and pharmacy benefit managers are not eligible to apply for accredited professional education grants.
4. All organizations must bear their own costs associated with responding to this Request for Proposals and submitting a grant application.
5. EMD Serono reserves the right to amend or terminate this Request for Proposals at any time and for any reason. EMD Serono reserves the right to not grant any of the grant applications submitted through the Grant Program.
6. EMD Serono reserves the right to verify all information provided by an organization in its grant application.

7. Grant Recipients shall be required to disclose that financial support was received from EMD Serono in invitations, brochures, advertisements and other written communications related to the educational activity.
8. In addition, the Grant Recipients shall be required to disclose the following information to attendees at the start of the educational activity: (1) EMD Serono's financial support for the activity; (2) any financial relationships between the Grant Recipients, faculty, presenters, moderators or other person who is in a position to control the content of the educational activity and EMD Serono; and (3) whether any unapproved uses of products will be discussed.
9. The award of Educational Grants shall be conditioned on the Grant Recipient's consent to public disclosure of the Educational Grant on EMD Serono's website. The website disclosure will include the Grant Recipient's name, a brief description of the activity for which the Educational Grant was provided, and the amount of the Educational Grant. The website disclosure will be updated quarterly.

Appendix: RFP Grant Submission Template

Grant Applications should be single-spaced using Calibri 12-point font and 1-inch margins. Note there is a **15-page limit** exclusive of references. Please include the following:

- A. Title
- B. Organizational Detail: Describe the attributes of the institutions/organizations that will support and facilitate the execution of the project, the leadership of the proposed project, and the specific role of each partner in the proposed project.
- C. Goal: Briefly state the overall goal of the project.
- D. Objectives: List the objectives you plan to meet with your project, in terms of learning and expected outcomes.
- E. Assessment of Need: 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.
- F. Target Learner 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.
- G. Project Design and Methods: Describe the planned project, the educational approach, and the way the planned methods address the established need.
- H. Innovation: Explain what measures you have taken to assure that 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.
- I. Outcomes Evaluation: In terms of the metrics used for the needs assessment, describe how you will determine if the gap was addressed for the target group. Identify the sources of data you anticipate using to make the determination. Describe how you expect 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 of your target audience. Describe how you will determine if the target audience was fully engaged in the project.
- J. 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.
- K. Timeline
- L. Additional Information: If there is any additional information you feel Pfizer and EMD Serono should be aware of concerning the importance of this project, please summarize it in within the page limitations.
- M. References (outside the 15-page limit). There is no designated format for references
- N. Budget (outside the 15-page limit).