



Pfizer Medical Education Group
Request for Proposals (RFP): Non-Small Cell Lung Cancer (NSCLC)

External Review Panel

Robert L. Addleton, Ed.D., LPC, FACEHP, CCMEP

Affiliation: Physicians' Institute for Excellence in Medicine
Role: Public Health

Frank C. Detterbeck, M.D., FACS, FCCP

Affiliation: Yale University, School of Medicine
Role: Clinical

Maureen Doyle-Scharff, MBA, Ph.D. (ABD)

Affiliation: Pfizer, Inc., Medical Education Group
Role: Secretariat, Ex-Officio

Leonard James, M.D., Ph.D.

Affiliation: Pfizer, Inc., Oncology Medical Affairs
Role: Clinical

Edward Sanghyun Kim, M.D.

Affiliation: The University of Texas M.D. Anderson Cancer Center
Role: Clinical

Mary Martin Lowe, Ph.D.

Affiliation: Learning Advisors, LLC
Role: Educational

Charles A. Powell, M.D.

Affiliation: Mount Sinai Hospital and School of Medicine
Role: Clinical

Arnold Schwartz, M.D., Ph.D.

Affiliation: George Washington University, School of Medicine
Role: Clinical





Pfizer Medical Education Group

Non-Small Cell Lung Cancer: Letter of Intent (LOI) Review Meeting

Objective: The External Review Panel (ERP) convened to discuss and determine which LOI's would be invited to submit full proposals.

Meeting Date: Thursday, August 30, 2012

Meeting Time: 8:00AM-12:00PM

Number of LOI received and reviewed by the ERP: 32

Number of LOI invited to submit full proposals: 12

Number of LOI denied: 20

List of Letters of Intent Invited to submit Full Proposal:

AMERICAN COLLEGE OF CHEST PHYSICIANS: *"Engaging Multidisciplinary teams to improve Patient Outcomes with NSCLC using Educational Resources (EMPOWER)"*

DUKE UNIVERSITY: *"Addressing Healthcare Provider and System of Care Gaps for NSCLC molecular testing and the use of targeted pharmacological therapy"*

H. LEE MOFFITT CANCER CENTER AND RESEARCH INSTITUTE FOUNDATION: *"Understanding and Promoting Best Practices in Molecular Testing for Non-small Cell Lung Cancer Patients in Florida"*

INTERNATIONAL ASSOCIATION FOR THE STUDY OF LUNG CANCER: *"Molecular Testing in Advanced NSCLC: Multidisciplinary Integration into Standard of Care"*

JUPITER MEDICAL CENTER: *"A Multidisciplinary Lung Clinic's approach to improve clinical outcomes of non-small cell lung cancer (NSCLC) through bridging gaps in obtaining and utilizing bio-molecular markers"*

NATIONAL COMPREHENSIVE CANCER NETWORK INC: *"2013 Tumor Board Curriculum: Molecular Testing in Non-Small Cell Lung Cancer"*

OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER: *"Molecular Testing and NSCLC Patients...Improving Efficacy, Enhancing Care"*

OREGON HEALTH & SCIENCE UNIVERSITY: *"CUSTOM CHANGE: A multi-targeted, personalized and interactive educational intervention for the deployment of a molecularly targeted treatment approach for lung cancer patients in specific health care settings"*



TEMPLE UNIVERSITY: *“Getting Tissue for Molecular Testing: An NSCLC Strategic Initiative”*

UNIVERSITY OF COLORADO HEALTH SCIENCES CENTER: *“Learning from each other: Comparing and contrasting ALK and EGFR testing for NSCLC in the University Hospital, Free-Standing Clinic and HMO settings”*

UNIVERSITY OF PENNSYLVANIA SCHOOL OF MEDICINE: *“Improving Care of Patients with NSCLC Using the 3D Virtual Tumor Simulator: Interacting with Tumor Biology and Targeted Therapies”*

VANDERBILT UNIVERSITY: *“Informatics-Enabled Approach to Improving Personalized Lung Cancer Medicine”*





**Pfizer Medical Education Group
Request for Proposals: Non-Small Cell Lung Cancer**

Full Proposal Review Meeting

Objective: The External Review Panel (ERP) convened to discuss and determine Full Proposal decisions.

Meeting Date: Thursday, November 8, 2012

Meeting Time: 9:00AM-5:00PM Eastern Time

Number of LOI invited to submit full proposals: 12

Number of Full Proposal's Approved: 5

List of Full Proposals approved:

AMERICAN COLLEGE OF CHEST PHYSICIANS: *"Engaging Multidisciplinary teams to improve Patient Outcomes with NSCLC using Educational Resources (EMPOWER)"*

H. LEE MOFFITT CANCER CENTER AND RESEARCH INSTITUTE FOUNDATION: *"Understanding and Promoting Best Practices in Molecular Testing for Non-small Cell Lung Cancer Patients in Florida"*

NATIONAL COMPREHENSIVE CANCER NETWORK INC: *"2013 Tumor Board Curriculum: Molecular Testing in Non-Small Cell Lung Cancer"*

OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER: *"Molecular Testing and NSCLC Patients...Improving Efficacy, Enhancing Care"*

TEMPLE UNIVERSITY: *"Getting Tissue for Molecular Testing: An NSCLC Strategic Initiative"*

