

Pfizer Medical Education Group

Request for Proposals – Educational Needs Assessments ONLY

Clinical Area #1: Renal Cell Carcinoma (RCC)

**Clinical Area #2: Hematologic Malignancies, specifically:
Leukemia (CML and ALL) and Non-Hodgkin's
Lymphoma**

I. Background

The mission of the Pfizer Medical Education Group (MEG) is to accelerate the adoption of evidence-based innovations that align the mutual interests of the healthcare professional, patients, and Pfizer, through support of independent professional education activities.

The intent of this document is to encourage organizations with a focus in healthcare professional education or quality improvement to submit proposals in response to a Request for Proposals (RFP) that is related to a specific disease state, therapeutic area, or broader area of educational need or inquiry.

When a RFP is issued, it is posted on the Pfizer MEG website www.Pfizermededgrants.com and is sent via e-mail to all organizations and users registered in the Pfizer Grant Management System. RFPs may also be posted on websites of other relevant organizations.

While the Pfizer MEG 2012 RFP model is typically a two-stage process (LOI followed by full proposal), this RFP for needs assessment studies is a one-stage process. Please contact Jackie Mayhew via email Jacqueline.Mayhew@pfizer.com if you have any questions.

Interested organizations are encouraged to submit a grant request seeking support to conduct an Educational Needs Assessment Study in one or both of the clinical areas of interest. However, those interested in submitting proposals in both clinical areas should apply separately as two distinct grant requests. To further clarify, a needs assessment related to RCC represents one grant request while a needs assessment related to Hematologic Malignancies represents another grant request.

- Please do not combine the clinical areas.
- Please do not combine two projects into one grant request.

Proposals will be evaluated, scored, and decided upon by an External Advisory Panel consisting of multi-disciplinary experts in education and quality improvement.

II. Requirements

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| Date RFP Issued: | 10/22/12 |
| Clinical Areas: | <ol style="list-style-type: none">1. Educational Needs Assessment in Renal Cell Carcinoma2. Educational Needs Assessment in Hematologic Malignancies – Leukemia (CML and ALL) and Non-Hodgkin’s Lymphoma |
| Specific Areas of Interest for this RFP: | <p>In order to determine current validity and expand upon previous data, Pfizer would like to provide an independent medical education grant to an organization who will conduct a thorough educational needs assessment.</p> <p>The needs assessment should be focused on oncologists or hematologists at academic medical centers and/or at community cancer centers and clinics.</p> <p>Assessments should include multiple sources of information and reflect exemplary accreditation standards and current practice in the field of continuing professional education.</p> <p>Proposals must include a description of the planned methods and analysis and a plan for public domain availability of the needs assessment.</p> <p>Pfizer’s intent is for the results of the needs assessment to be shared with the entire medical community, in addition to using the results to inform educational budget planning and future RFPs.</p> |

Example needs assessment questions to be addressed that might apply to one or both clinical areas of interest:

- When new advances are made in the disease area, how do oncologists/hematologists first find out about them?
- When a new patient is diagnosed with a rare cancer, where does the oncologist/hematologist go for information?
- How does an oncologist/hematologist validate his/her existing practice or what factors influence or trigger him/her to change their usual standard of care?
- What existing educational resources are most used by oncologists/hematologists?
- What types of new educational resources are needed?
- How comfortable or confident are the practitioners in treating these malignancies?
- For questions related to duration of therapy, new regimens, switching of therapies, what are the educational needs of oncologists or hematologists in this clinical area?
- What are the educational gaps for optimal monitoring of response to therapies?
- What educational resources may be helpful in the interplay between the patient and the oncologist in decision-making about therapies?
- What are the barriers to adoption of new information or new treatment options?
- In rapidly advancing areas of medicine, when guidelines lag behind the science, what are the most trusted sources of evidence-based information and the most trusted sources for treatment recommendations?
- What questions or educational needs do practitioners have related to mechanism of action of new agents?
- How can medical education address the questions that physicians have about choosing a sequence of different therapies for patients?
- What are the factors that influence the motivation of oncologists or hematologists to learn and improve their practice as it relates to the clinical area?
- How comfortable or confident are practitioners in understanding or managing side effects or treatment toxicities?
- For community settings, what are clinicians attitudes related to referral? When do they choose to treat a patient with a rare cancer and when do they refer the patient to an academic medical center?
- What types of tools, databases, websites, education platforms, materials might be helpful to oncologists/hematologists faced with rapidly advancing science and a rare tumor types?
- How does Continuing Medical Education (CME) help today with therapy optimization and how could it be more useful to practitioners in the future?

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| Geographic Scope: | <input checked="" type="checkbox"/> United States Only <input type="checkbox"/> Worldwide <input type="checkbox"/> Other (specify country/countries) _____ |
| Applicant Eligibility Criteria: | <p>In order to apply, organizations must be registered, approved and in good standing in the Pfizer Grant Management System www.pfizermededgrants.com. Please register well in advance of the grant application deadline.</p> <p>Professional schools, healthcare institutions, professional associations and other not-for-profit entities with a mission related to healthcare improvement are eligible to apply. Collaborations and partnerships between all types of organizations are encouraged.</p> |
| Expected Approximate Monetary Range of Grant Applications: | <p>Individual proposals requesting up to \$250,000 will be considered. The total available budget related to this RFP for both clinical areas is \$500,000.</p> <p>The grant amount for any proposal will depend upon the External Advisory Panel’s evaluation of the proposal and associated costs; and will be included in the approval notification.</p> |
| Applications Due: | 11/7/12 5pm Eastern Time |
| Grant decision deadline: | <p>12/14/12 IMPORTANT: If proposal is approved, the Letter of Agreement must be accepted by applicant within 5 days of notification, no later than 12/19/12. Full payment of grant will follow acceptance of the Letter of Agreement.</p> |
| Period of Performance: | <p>Up to 6 months</p> <p>Report must be available to Pfizer by 7/1/13 in order to inform future grant planning.</p> <p>Publication in journals or other public distribution may extend past this date as needed. However, the deadline for posting results in the public domain will be 8/1/13—whether in preliminary or final form, either in formal publication or on organization’s own website.</p> |

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| <p>How to Submit:</p> | <p>Apply online via the Pfizer Medical Education Group website www.pfizermededgrants.com. NOTE: In order to apply, you must already be registered. Please register well in advance of the grant application deadline; refer to section above “<i>Applicant Eligibility Criteria</i>”.</p> <p>Select one of the following clinical areas: “RFP Needs Assessment RCC” or “RFP Needs Assessment Hematology”</p> <p>Complete all sections of the online application applicable to Track 1 and upload one proposal document, no more than 10 pages in length.</p> <p>In consideration of External Advisory Panel members’ time, proposals may not exceed the 10-page number maximum. Proposals longer than 10 pages will be disqualified.</p> <p>No additional documents should be attached or uploaded. Any references or links to existing work must be included in the 10-page proposal.</p> <p>The 10-page proposal should include but is not limited to: project description, assessment methodology, budget breakdown, timeline, and the plan for publication or dissemination of results.</p> |
| <p>Questions:</p> | <p>If you have questions please contact MEG Education Director Jackie Mayhew, via email jacqueline.mayhew@pfizer.com.</p> |
| <p>Mechanism by Which Applicants will be Notified:</p> | <p>All decisions, both approved and non-approved, will be communicated via email on or before 12/14/12 or such later date as Pfizer may announce on the Pfizer MEG website.</p> <p>Applicants may be asked for additional clarification or to make a summary presentation during the review period.</p> |

III. Terms and Conditions

1. Complete TERMS AND CONDITIONS are available upon submission of a grant application via the Medical Education Group website www.Pfizermededgrants.com.
2. This RFP does not commit Pfizer to award a grant, or to pay any costs incurred in the preparation of a response to this RFP.
3. Pfizer reserves the right to accept or reject any or all applications received as a result of this request, or to cancel in part or in its entirety this RFP, if it is in the best interest of Pfizer to do so.
4. Pfizer reserves the right to announce the details of successful grant application(s) by whatever means ensures transparency, such as on the Pfizer website, in presentations, and/or in other public media.