

Request for Proposals for an Educational Activity:

***“RFP ONC01-2021: NSCLC Therapy management and biomarker testing”***

## **Request for Proposals**

### **EMD Serono Commitment to Medical Education**

EMD Serono, Inc. is a scientific and educational leader in our therapeutic areas of interest. EMD Serono, Inc. is aware of the ongoing need for support for accredited continuing medical education. We understand that continuing medical education is the foundation for health care providers to provide quality, effective, and safe health care to their patients.

### **EMD Serono Commitment to Independence in Medical Education**

EMD Serono, Inc. is committed to the independence of medical education. In awarding a grant, EMD Serono will make no grant as a reward or in exchange for prescribing or purchasing EMD Serono products or to induce the prescription or purchase of EMD Serono products in the future. Grant recipients are not expected or obliged to prescribe, purchase, or recommend an EMD Serono product.

To maintain the independence of medical education programs it funds, EMD Serono will not exercise any control over or influence the educational program organization, operation, content, materials, faculty, speakers, presenters, moderators, audience or venue. All Grant Recipients, in accordance with the Grant Recipients' guidelines, will take responsibility for and control over: the identification of educational needs; determination of educational objectives; selection of content, faculty or other persons and organizations that will be in a position to control the content of the activity, educational methods, materials, target audience and venue; evaluations; and presentation of content.

### **Purpose and Scope of this Request for Proposals**

The EMD Serono Medical Education and Grants Office is seeking proposals for consideration that address the following educational needs:

#### **I. Disease Area**

##### **Non-Small Cell Lung Cancer (NSCLC)**

Lung cancer is the 3<sup>rd</sup> most common cancer in the US and the leading cause of cancer-associated death. Non-small cell lung cancer (NSCLC) accounts for approximately 85% of all lung cancer, the remaining 15% are attributed to small cell lung cancer (SCLC) and others that include unspecified sarcoma and sarcoma. NSCLC is a difficult disease to treat, particularly in the metastatic or advanced setting (Stage IIIB/IV). In these patients, survival rates have been poor. With recent advances, patients with metastatic lung cancer who are eligible for targeted therapies or immunotherapies with checkpoint inhibitors now have a 5-year survival rate ranging from 15-50%. Tremendous advances have been achieved in identifying oncogenic drivers such as EGFR, BRAF, ALK, ROS1, RET and MET.

Projects that will be considered for support will address one or more of the following objectives in NSCLC:

- Overview of NSCLC and key oncogenic drivers of disease
- Review of biomarkers to guide NSCLC treatment and biomarker testing/diagnostic assays

- Understanding current or new targeted therapy options for patients with driver mutations, as well as considerations for disease management

## **Audience**

The target learner audiences include: Oncologists, Pulmonologists, Pathologists, Surgeons, Nurses, Pharmacists and all health care professionals involved in the diagnosis and care of patients with NSCLC.

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 & digital tools, printed materials
- Activities for healthcare professionals that also include educational materials or resources for patients
- Proposals may take a curriculum approach or have multiple components/activities
- For educational activities that may have longer term use, 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.

## **Educational approach**

Medical education programs submitted in response to this RFP should meet the educational needs of the stated target audience and address evidence-based professional practice gaps in HCPs' knowledge, skills and/or performance. Provider organizations should clearly state which precise learning formats shall be applied to address each specific professional practice gap identified. Whenever possible, provider organizations are encouraged to integrate their programs into a curriculum-based strategy for life-long learning.

**Outcome measurement** EMD Serono prefers to support medical education provider organizations capable of performing outcome measurements to assess the learning effectiveness of their programs. A minimum of level 4 on the Moore's scale is favored. In the detailed proposal, provider organizations should clearly specify how and to which level they plan to measure learning effectiveness for each identified professional practice gap.

## **Eligibility**

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.

## **Deadline for Submission of Grant Application**

The deadline for submitting a grant application in connection with this Request for Proposals is Nov 18, 2021

## **How to Respond to this Request for Proposals**

Requests must be submitted through EMD Serono's Request Management website, [www.grants.emdserono.com](http://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 (Claudia White: 212-589-3507) or email ([fundingrequests@emdserono.com](mailto:fundingrequests@emdserono.com)). **Submissions must include RFP ONC01-2021 in the request title.**

## **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.

### **“General Information” Section of the Request Application**

Complete all information requested under the “General Information” section.

### **“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:

#### **Budget**

Proposals should not exceed \$250,000 USD.

#### **Event Start and End Dates**

Potential dates for the start and end of the program, taking into account necessary planning time.

#### **Total Credit Hours and Number of Attendees**

Information should be based on good faith estimates.

*Please Note: A complete reconciliation will be required following the close of the program.*

#### **Terms, 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.