



Request For Proposals for Independent Medical Education Grants

Optimizing ER+ Metastatic Breast Cancer Treatment: incorporating emerging treatment options and biomarker testing

Date of Release: March 26, 2025

I. Background

Pfizer Inc. and Arvinas are collaborating to provide grant support for continuing professional education in metastatic Breast Cancer (mBC).

This publicly posted Request for Proposals (RFP) provides details regarding a general area of interest, sets timelines for review and approval, and describes an internal company alliance review process to make final grant decisions. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the 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. Neither Pfizer nor Arvinas may be involved in any aspect of project development, nor the conduct of the independent education program.

II. General Area of Interest for this RFP

This competitive grant program seeks to support independent medical education activities focused on the evolving treatment landscape for patients with ER+/HER2- mBC.

Applicants are encouraged to identify and address the educational needs of healthcare professionals related to novel treatments in the evolving clinical landscape of ER+/HER2- mBC. Proposed educational activities should focus on increasing the understanding of emerging mechanisms of action (MOA) of novel agents, practice-changing clinical updates for mBC and how to incorporate them safely and effectively for appropriate patients – particularly in the post-CDK4/6 inhibitor(s) setting.

Projects that will be considered for grant support will focus on one or more of the following:

- Increasing understanding of emerging and novel therapeutic agents in the evolving treatment landscape of ER+/HER2- mBC

- Exploring the current unmet needs in ER+/HER2- mBC, including the relevance and applicability of biomarker testing
- Increasing understanding of differentiated MOA of emerging therapies including proteolysis targeting chimera estrogen receptor (PROTAC ER) degraders from that of other endocrine therapies (e.g., SERDs)
- Increasing understanding of the latest clinical data updates relevant to the treatment of patients with ESR1 mutated ER+/HER2- mBC

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

- On-agenda educational sessions during live conferences
- Multi-company supported, stand-alone symposia
- Expert interviews recorded at live conferences, conference coverage reviews
- Online articles, newsletter articles, training courses, webinars
- Social media posted & linked content
- Videos, podcasts, infographics, animations

III. Target Audience and Geographic Scope

The intended learner audience should include medical oncologists and other healthcare professionals involved in breast cancer patient care.

The geographic scope of this RFP is global with the United States as the primary priority.

IV. Applicant Eligibility Criteria

The following types of organizations may apply: medical, 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.

Please note:

- Only organizations are eligible to receive grants, not individuals or medical practice groups.
- 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 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.

- For projects offering continuing education credit, the requesting organization must be accredited.

V. Expected Approximate Monetary Range of Grant Applications

Individual projects requesting up to \$175,000 will be considered although smaller, focused projects with lower budgets are preferred. The estimated total available budget related to this RFP is \$730,000. Award amounts include direct costs, institutional overhead costs, and indirect costs.

VI. Key Dates

- RFP release date: 26 March 2025
- Grant Application due date: **22 May 2025**
Please note the deadline is 23:59 Eastern Time (e.g., New York, GMT -5).
- Anticipated Grant Award Notification Date: **27 July 2025**
- Grants will be distributed following a fully executed agreement with Pfizer.
- Anticipated approximate Project Start and End Dates: **July 2025 – June 2026** (15-month maximum execution timeline, i.e., from contract execution to provision of final outcomes)

VII. How to Submit

Please go to www.cybergrants.com/pfizer/knowledge and sign in. First-time users should click “Create your password”. [Note: there are individual portals for each grant application type. Please be sure to use the URL above.]

Click the “Start A New Knowledge Gap Application” button.

In the application:

- For the question “What type of request are you submitting?” select Response to a Request for Proposal (RFP)
- For the question “Are you replying to a Request for Proposal (RFP) as part of the Competitive Grant Program?” select **Yes**
- Select the following Competitive Grant Program Name: **2025 ONG G Optimizing ER+ Metastatic Breast Cancer Treatment**
- Select the following Primary Area of Interest: **Oncology – Breast – KG**

Complete all required sections of the online application and upload your project proposal (see Appendix) in the General RFP Submission field.

If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page.

If you have questions regarding this RFP, please direct them in writing to the Pfizer Grant Officer, Nicola Fenderico (nicola.fenderico@pfizer.com) and the Arvinas Grants Director Jennifer Schreiber (jennifer.schreiber@arvinas.com), with the subject line “2025 ONG G Optimizing ER+ Metastatic Breast Cancer Treatment.”

VIII. Grant Agreements

If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer Inc. on behalf of the Pfizer-Arvinas Alliance. Grant funding is being provided by both companies so both Pfizer Inc. and Arvinas must be acknowledged as part of standard disclosures of support of independent medical education.

Appendix

General RFP Submission Requirements

Applications will be accepted via the online portal listed in the [How to Submit](#) section of the RFP. 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.

Needs Assessment 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 reviewers 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 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. 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.