

**Pfizer Medical Education Group  
Request for Proposals (RFP)  
Advanced Renal Cell Carcinoma (RCC)**

**I. Background**

The Pfizer Medical Education Group or MEG is the unit within Pfizer that provides independent grants to facilitate patient care improvements by supporting initiatives aimed at exploring approaches to closing gaps in clinical practice. The term “Independent” means that the initiatives that the grants help to support are the full responsibility of the receiving organization. Pfizer has no influence over any aspect of the project, and only asks for reports about the results and impact of the projects in order to share them publicly.

A gap in clinical practice is considered to be the difference between what is currently happening and what should be happening to meet the highest optimal standard of care.

Gaps may relate to:

- the ability or competencies of the healthcare professionals themselves,
- the abilities of the systems in which they work to promote or allow proper management d
- other factors related to the external environment or patient population.

**This RFP is specifically narrowly focused on the knowledge and understanding of the individual clinician as it relates to caring for patients with advanced Renal Cell Carcinoma. Subsequent RFPs are planned for release later in 2013 that will look at broader issues of systems and teams and support mechanisms for oncologists.** Pfizer is also currently providing grant support to the Annenberg Center for Health Sciences which is leading a needs assessment study aimed at further understand the educational needs of community oncologists related to RCC. The results of this study are expected to be publicly released by July 2013.

Pfizer is particularly vested in supporting programs that develop and implement interventions that are followed by rigorous assessment of the “efficacy” of the intervention; examining outcomes that may include both short and long term improvements in physician behavior and patient care.

The intent of this RFP is to encourage organizations with a focus in healthcare professional learning & change strategies and quality improvement to submit Letters of Intent (LOIs) related to the gaps described on the following pages. Successful applicants will be able to describe the specific quality gaps or problems in practice that exist for their own learners, or system, or community, and describe what they will do to close these gaps or problems.

This RFP model employs a two stage process: Stage 1 is the submission of the LOI. If, after review, your LOI is accepted, then you are invited to submit your full program proposal. Stage 2 is the submission of the Full Grant Proposal.

When a RFP is issued, it is posted on the Pfizer Medical Education Group website ([www.Pfizermededgrants.com](http://www.Pfizermededgrants.com)) as well as those of other relevant organizations and is sent via e-mail to internal lists of all registered organizations and users in our grants system.

## II. Requirements

<b>Date RFP Issued:</b>	January 29, 2013
<b>Clinical Area:</b>	Advanced Renal Cell Carcinoma
<b>Specific Area of Interest for this RFP:</b>	Improving clinician understanding of clinical and biological characteristics as a consideration to inform treatment
<b>Disease Burden Overview:</b>	Overall Renal Cell Carcinoma (RCC) or Kidney Cancer incidence has been steadily increasing since 1989 although the increase may be due to improved diagnostic imaging as opposed to an actual increase in cancer occurrence. <sup>1</sup> Prevalence rates show that more than 300,000 people living in the United States are currently diagnosed with RCC. <sup>2</sup> New options for targeted treatment of metastatic RCC have been rapidly advancing and as a result median-survival over the last seven years has been improved. <sup>3</sup> Sequential therapy can provide additional benefit when specific patient characteristics are considered. <sup>4</sup>
<b>Clinical Practice Gaps:</b>	<p>Oncologists are faced with multiple treatment choices for advanced RCC and new information is rapidly emerging. Recognized oncology experts in RCC typically treat patients with a series of agents, based on aspects of tumor biology and clinical characteristics. Clinicians also consider cost of therapies and several other factors. Oncologists need to be aware of these issues, know how to modify dosing to manage adverse events, and maximize positive response to agents in order to gain full benefit. Because of the epidemiology of RCC, community oncologists may not have the breadth of experience needed to optimally treat patients.</p> <p>How do the biology of the disease and clinical factors impact treatment choice in implementing an optimal care plan through several lines of therapy? This RFP aims to improve the knowledge and understanding of community oncologists as it relates to this need.</p>
<b>Target Learners:</b>	Oncologists
<b>Geographic Scope:</b>	<input checked="" type="checkbox"/> United States Only <input type="checkbox"/> International(specify country/countries)_____
<b>Applicant Eligibility Criteria:</b>	Medical, dental, nursing, allied health, and/or pharmacy professional schools, healthcare institutions, professional associations and other not-for-profit entities with a mission related to healthcare improvement may apply. Collaborations between schools within institutions, as well as between different institutions/organizations/associations, are encouraged. Inter-professional collaborations that promote teamwork among institutions/organizations/associations are also encouraged.

<p><b>Expected Approximate Monetary Range of Grant Applications:</b></p>	<p>Individual grants requesting up to \$250K will be considered. The total available budget related to this RFP is \$750K.</p> <p>The amount of the grant Pfizer will be prepared to fund for any full proposal will depend upon the External Review Panel's evaluation of the proposal and costs involved and will be clearly stated in the grant approval notification.</p>
<p><b>Key Dates:</b></p>	<p>RFP release date: <b>January 29, 2013</b></p> <p>Letter of Intent due date: <b>March 8, 2013</b></p> <p>Anticipated LOI Notification Date: <b>mid-April, 2013</b> Please note, full proposals can only be submitted following acceptance of an LOI</p> <p>Full Proposal Deadline: <b>May 22, 2013</b></p> <p>Anticipated Full Proposal Notification Date: <b>July 2013</b></p> <p>Anticipated award delivered following execution of fully signed LOA.</p> <p><b>Funded projects should begin immediately following grant award with July 2013 start dates.</b></p>
<p><b>How to Submit:</b></p>	<p>Please go to the website at <a href="http://www.pfizer.com/independentsupport">www.pfizer.com/independentsupport</a> and click on the button "Go to the Grant System".</p> <p>First-time users of the system will be prompted to take the <i>Eligibility Quiz</i> to determine the type of support you are seeking.</p> <p>Submit LOIs in the clinical area: <i>RCC Tumor Biology</i></p> <p><b>Requirements for submission:</b> Complete all required sections of the online application and upload the completed letter of intent template. (<i>see Appendix</i>)</p>
<p><b>Questions:</b></p>	<p>If you have questions regarding this RFP, please direct them in writing to the Grant Officer for this clinical area, Jackie Mayhew at <a href="mailto:Jacqueline.Mayhew@pfizer.com">Jacqueline.Mayhew@pfizer.com</a> with the subject line "RCC Tumor Biology"</p>
<p><b>Mechanism by Which Applicants will be Notified:</b></p>	<p>All applicants will be notified via email by the dates noted above.</p> <p>Providers may be asked for additional clarification or to make a summary presentation during the review period.</p>

References:

1. National Cancer Institute. *A Snapshot of Kidney Cancer*. Bethesda: National Institutes of Health. October 2012. Last Accessed January 2013  
<http://www.cancer.gov/aboutnci/servingpeople/snapshots/Kidney-Snapshot.pdf>
2. National Cancer Institute. *Surveillance Epidemiology and End Results*. Bethesda: National Institutes of Health. November 2011. Last Accessed January 2013  
<http://seer.cancer.gov/faststats/index.php>
3. Harshman LC et. al. *Conditional survival of patients with metastatic renal-cell carcinoma treated with VEGF-targeted therapy: a population-based study*. *Lancet Oncol*. 2012; 13:927-935
4. Escudier B et. al. *Treatment selection in metastatic renal cell carcinoma: expert consensus*. *Nat Rev Clin Oncol*. 2012; 9(6):327-37

### **III. Terms and Conditions**

1. Complete TERMS AND CONDITIONS for Certified and/or Independent Professional Healthcare Educational Activities are available upon submission of a grant application on the website [www.pfizer.com/independentsupport](http://www.pfizer.com/independentsupport).
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 request.
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 insures transparency, such as on the Pfizer website, in presentations, and/or in other public media.
5. For compliance reasons and in fairness to all providers, all communications about the RFP must come exclusively to the Pfizer Independent Grants Office. Failure to comply will automatically disqualify providers.
6. Pfizer reserves the right to share the title of your proposed project, and the name, address, telephone number and e-mail address of the requestor for the applicant organization, to organizations that may be interested in contacting you for further information (e.g., possible collaborations).

### **IV. Transparency**

Consistent with our commitment to openness and transparency, Pfizer reports education grants provided to medical, scientific and patient organizations in the United States. In the case of this RFP, a list of all LOIs selected to move forward may be publicly disclosed. In addition, all approved full proposals, as well as all resulting materials (e.g., status updates, outcomes reports etc) may be posted on the Pfizer website.

## **Appendix: Letter of Intent Submission Guidance**

LOIs should be single spaced using Calibri 12-point font and 1-inch margins. Note that the main section of the LOI has a 3-page limit. *Any proposals not meeting these standards will not be considered.*

LOIs will include the following sections

Main Section (not to exceed 3 pages):

A. Title

B. Goal

1. Briefly state the overall goal of the intervention

C. Objectives

1. List the *overall* objectives you plan to meet with your intervention both in terms of learning and expected outcomes.

D. Assessment of Need for the Intervention

1. Please include quantitative baseline data summary, initial metrics (e.g., quality measures), or project starting point.
2. Describe the primary audience(s) targeted for this intervention. Also indicate who you believe will directly benefit from the project outcomes..

E. Intervention Design and Methods

1. Describe the planned intervention and the way it addresses the established need.
2. Describe the overall population size as well as the size of your sample population.

F. Innovation

1. Explain what measures you have taken to assure that this project idea is original and does not duplicate other programs or materials already developed.
2. Describe how this initiative builds upon existing work, pilot projects, or ongoing programs, etc developed both by your institution or other institutions related to this program

G. Design of Outcomes Evaluation

1. Describe how you will determine if the practice gap identified in the needs assessment was addressed for the target group in terms of the metrics used for the needs assessment.
  - Identify the sources of data that 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 intervention (e.g., use of a control group, comparison with baseline data)
2. Quantify the amount of change expected from this intervention in terms of your target audience
  3. Describe how you will determine if the target audience was fully engaged in the intervention.
  4. Describe how the project outcomes might be broadly disseminated.
- 
5. Project Timeline
  6. Requested Amount
  7. Additional Information
    - a. If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please note it in within the page limitations

Organizational Detail (not to exceed 1 page)

Describe the attributes of the institutions/organizations/associations that will support and facilitate the execution of the project and the leadership of the proposed intervention.

**LOIs should be single spaced using Calibri 12-point font and 1-inch margins. There is a 3-page limit for the main section and 1 page limit for organizational detail.** If extensive, references may be included on 1 additional page.

*Please note it is recommended that your LOI documentation be combined to include the main section and organization detail into one document when submitting on our grant management system..*

*Please note the formatting and page limit for the LOI. The LOI is inclusive of additional information of any kind. A submission exceeding the page limit **WILL BE REJECTED** and **RETURNED UNREVIEWED**.*