

Genentech

A Member of the Roche Group

Issue Date: April 2013

Call for Grant Notification: Genentech Medical Education & Research Grants

Therapeutic Area: Age-Related Macular Degeneration (AMD) **Symposium at American Society of Retinal Specialists (ASRS)**

The *Medical Education & Research Grants Team at Genentech, a member of the Roche Group*, invites accredited members of the educational provider community to submit applications for independent, certified medical education grants subject to the terms described below. This Call for Grants Notification (CGN) provides public notice of the availability of funds in a general topic area for activities for which recognized scientific or educational needs exist and funding is available.

Purpose: As part of Genentech's scientific mission, Genentech supports grants for independent medical education that aim to improve patient care by focusing on the improved transfer of knowledge, competence, and performance of healthcare professionals. This mission is achieved by supporting quality independent education that addresses evidence-based, bona fide educational gaps in accordance with the ACCME, AMA, PhRMA Code, OIG and FDA guidance's. Genentech CGNs are posted on the Genentech website (<http://funding.gene.com>) along with the websites for the Alliance for Continuing Education in the Health Professions (ACEHP) and SACME. In addition, an email is sent out to all registered users of the Genentech Financial Request System (gFRS).

Eligibility Criteria: Applicant must be U.S.-based, registered on the Genentech Financial Request System (gFRS), and in good standing and accredited to provide CME/CE by an official accrediting agency (e.g. ACCME, ANCC, ACPE, etc.)

Geographical Scope: The specific educational initiative must be U.S.-based only.

Submission Instructions: Submit applications online through gFRS, which can be accessed via <http://funding.gene.com>. When submitting the application, please be sure the following are completed:

1. Select *Ophthalmology* as the Therapeutic Area, and *Age-Related Macular Degeneration* as the Disease State.
2. Include "**CGN AMD ASRS 04/2013**" in the Program Title of the grant application
3. Complete all sections of online grant request form
4. Upload all documentation as requested by the system

Deadline for Submission of Application: May 22, 2013

Award Decision Date/Mechanism: Approvals and denials will be communicated via standard grant-submission means (email notifications) no later than **June 21, 2013**. *There has been no pre-determined approval, nor any preferred provider identified. All submissions will be reviewed thoroughly.*

Please do not respond to this CGN unless you have read and understand the terms, purpose, therapeutic landscape, and educational request identified below. Applicants will be expected to identify independent gaps that are clinically accurate and relevantly aligned to this CGN.

The Independent Age-Related Macular Degeneration Landscape

1. Independent Clinical Gaps	2. Independent Educational Gap	3. Educational Impact
<p>Age related macular degeneration (AMD) is a progressive disease resulting in significant visual loss. In fact, it is a leading cause of vision loss in older adults.¹</p> <p>An independent needs assessment conducted with Retina Specialists and other Ophthalmologists involved with the diagnosis and treatment of AMD showed that there is no clear consensus on management of the disease. Emerging data on newly available treatments, responses to different treatment and dosing regimens have confounded this issue.² Data that have emerged involving comparative safety and efficacy of available treatments have added further complications and inconsistencies.²⁻⁴ Even beyond the medical literature, particular attention has been paid of late to safety concerns surrounding some common AMD treatments.⁵</p>	<p><i>There is therefore a lack of consensus among physicians in their long-term management approach for a patient with wet AMD. Additionally there exists inconsistent awareness of current clinical data highlighting new advances in AMD treatment, including potential patient safety impacts associated with available treatments.²⁻⁴</i></p> <p><i>Ophthalmologists and other specialists must evaluate and manage safety concerns in their patients while considering the evidence that leads to appropriate decision making.³⁻⁵</i></p>	<p><i>The preferred educational activity will consider reviewing the safety implications of available AMD treatment regimens for patients with wet AMD, while increasing awareness of management strategies for patients with wet AMD and considering efficacy, safety, and molecular comparisons in selecting appropriate therapy.²⁻⁵</i></p> <p><i>The selected educational provider must therefore show that learners 1) have demonstrated reflection upon the educational activity, 2) demonstrated a competence improvement as a result of it, and 3) will use evidence-based concepts to consider changing behavior where appropriate or relevant.</i></p>

The Educational Request

4. Amount of Available Funding	5. Requested Educational Format	6. Expected Outcomes Measurement Process
Up to \$350,000	Independent research has shown that 62% of Retina Specialists prefer case-based activities, 40% prefer live activities at national conferences, and 82% prefer activities led by national	Provide a description of your proposed methodology to evaluate the reach and quality of program delivery, including methods for measuring each activity identified within the proposal and for ensuring ongoing improvements to the activities (Accreditation elements 12, 13, 14, 15).

	<p>faculty. 82% also prefer to be informed about state-of-the-art approaches to disease management as opposed to basic science in the specialty.²</p> <p>Genentech is therefore seeking an innovative, case-based satellite symposium at the 2013 American Society of Retina Specialists Annual Meeting with an online/ enduring component that will maximize reach and availability to U.S.-based Retina Specialists. Preference will be given to education focused on Retina specialists and other ophthalmologists who manage or treat wet AMD.</p>	<p>Describe how you plan to determine the extent to which the initiative has met the stated objectives and closed the identified clinical/educational gap(s). (Accreditation Elements 10, 11, 12), including the qualifications of those involved in the design and analysis of the outcomes.</p> <p>Preference will be given to programs with a robust outcomes measurement plan that is relevant to the recommended educational objectives (e.g. Objectives and Outcomes Plans of Moore level 4-7.)⁶</p>
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Genentech’s Grant Decision Making Criteria

Please refer to the publicly available criteria, which can be found at <http://funding.gene.com>.

Terms and Conditions

1. All grant applications received in response to this CGN will be reviewed in accordance with all Genentech policies and policy guidelines.
2. This CGN does not commit Genentech to award a grant or to pay any costs incurred in the preparation of a response to this request.
3. Genentech reserves the right to approve or deny any or all applications received as a result of this request or to cancel, in part or in its entirety, this CGN.
4. For compliance reason, and in fairness to all providers, all communications about this CGN must come exclusively to Genentech’s department for Medical Education & Research Grants. Failure to comply will automatically disqualify providers.
5. Failure to follow instruction within this CGN may result in a denial.

Transparency

Genentech, at its sole discretion, has the right to disclose the details of funded independent medical education activities, including those that may be required by federal, state, and/or local laws and regulations. This disclosure may include, but shall not be limited to, details of the activity and the grant amount. The information may be disclosed to the public in a manner including, but not limited to, disclosure on the Genentech website.

References

1. http://www.nei.nih.gov/health/maculardegen/armd_facts.asp#1 (accessed March 21, 2013)
2. CE Outcomes Needs Assessment Survey Nov. 2012

3. The IVAN Study Investigators: Chakravarthy U, Harding SP, Rogers CA, Downes SM, et al. Ranibizumab versus Bevacizumab to Treat Neovascular Age-related Macular Degeneration: One-Year Findings from the IVAN Randomized Trial. Ophthalmology 2012 Jul;119(7):1399-411.
4. CATT Research Group: Martin DF, Maguire MG, Fine SL, Ying GS, Jaffe GJ, Grunwald JE, et al. Ranibizumab and Bevacizumab for Treatment of Neovascular Age-Related Macular Degeneration: Two-Year Results. Ophthalmology. 2012 Jul;119(7):1388-98.
5. <http://online.wsj.com/article/SB10001424127887324557804578372614048324912.html> (accessed March 21, 2013)
6. Moore DE Jr, Green JS, Gallis HA. Achieving desired results and improved outcomes: integrating planning and assessment throughout learning activities. J Contin Educ Health Prof. 2009 Winter;29(1):1-15Full