

2023 Independent Medical Education Request for Proposal

Issue Date: February 24, 2023

The *Independent Medical Education team at Genentech, a member of the Roche Group*, invites accredited educational providers to submit applications for independent, certified medical education grants subject to the terms described below. This Request for Proposal (RFP) 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 application of knowledge, competence, and performance among 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.

Notification: Genentech RFPs are made available through our online Genentech Funding Request System (gFRS) site (<http://funding.gene.com>) along with the websites for the Alliance for Continuing Education in the Health Professions (ACEhp) and the Society for Academic Continuing Medical Education (SACME). In addition, an email is distributed to all registered gFRS users who have previously applied for support of an independent education activity. The email distribution list may not always be up to date. Please periodically check our online Genentech Funding Request System (gFRS) site (<http://funding.gene.com>) to stay informed on current funding priorities. *There have been no predetermined approvals, nor any identified preferred educational providers. All submissions will be reviewed equally and thoroughly.*

Terms and Conditions

1. All grant applications received in response to this RFP will be reviewed in accordance with all Genentech policies and policy guidelines. (Please refer to the publicly available criteria on <http://funding.gene.com>)
2. This RFP does not commit Genentech to award a grant or 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 RFP.
4. For compliance reasons, and in fairness to all providers, all communications about this RFP must come exclusively to Genentech’s department of Medical Education and Research Grants. Failure to comply will automatically disqualify providers.
5. Failure to follow the instructions within this RFP may result in a denial.

Instructions

Eligibility Criteria	<ul style="list-style-type: none"> ● U.S. based education provider ● Registered account in gFRS ● Accredited to provide CME/CE and in good standing (e.g. ACCME, ANCC, ACPE, etc.)
Geographical Scope	<ul style="list-style-type: none"> ● Educational initiatives must be U.S.-based only

Submission Directions	Application Process	Deadlines
Step 1	Providers who meet the eligibility criteria and are interested in submitting a response to this RFP will have 6 weeks to complete a full application. Please include "RFP February 2023" in the title your program	April 7, 2023
Step 2	After 1 week, respective Genentech Medical Education Managers will review and provide notification of final decisions via email	April 14, 2023

Additional Considerations

Provider(s) who are awarded grants are encouraged but not required to:

1. Demonstrate key findings via outcomes analysis and report the extent to which the education met the stated objectives and other key findings.
2. Describe how learners demonstrated competence, performance, or patient outcomes improvement as a result of the educational activity.
3. Summarize (through written analysis) the provider's understanding and interpretation of the outcomes data and identify any persistent educational gaps, unanticipated barriers and/or activity/outcomes limitations.

Currently Available RFP Focus Area:

Focus	Opportunity
<p>Therapeutic Area: Oncology</p> <p>Disease: Hepatocellular Carcinoma (HCC)</p> <p>Learning Audience: Surgeons, Hepatologists, Medical Oncologists, Radiation Oncologists, Interventional Radiologists</p> <p>Support Available: Up to \$450,000</p> <p>Knowledge- and Competence-based Regional and Local Education <i>(Understanding & Addressing national or local gaps & emerging data)</i></p>	<p>Hepatocellular carcinoma (HCC) is one of the most common cancers worldwide. The treatment of HCC remains a major global health-care challenge with viral hepatitis and alcohol being important risk factors, and non-alcoholic fatty liver disease becoming a dominant cause.</p> <p>A broad range of treatment options are available for patients with hepatocellular carcinoma, including liver transplantation, surgical resection, percutaneous ablation, radiation, as well as transarterial and systemic therapies. It is important to understand each patient case individually to be able to select from the variety of treatment options as well as timing and sequencing of treatment.</p> <p>New information is published around upcoming treatments for HCC and understanding of how this new information plays into the current landscape is critical for healthcare providers.</p> <p>There are multiple stages of hepatocellular carcinoma, each of which has varying definitions based on tumor size, liver function, lymphovascular invasion and metastases. These factors tend to also play a role in recurrence after surgical resection or ablation.</p> <p>During treatment planning it is crucial for the healthcare team to identify high risk patients whose clinical features are associated with HCC recurrence, as well as factors affecting survival outcomes. Understanding risk and patterns of recurrence is another tool that can be used in a healthcare provider's ability to provide a risk-based and personalized approach treatment for patients.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Asafo-Agyei KO, Samant H. Hepatocellular Carcinoma. 2022 Jun 21. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2022 Jan-. PMID: 32644603. 2. Vogel A, Meyer T, Sapisochin G, Salem R, Saborowski A. Hepatocellular carcinoma. Lancet. 2022 Oct 15;400(10360):1345-1362. doi: 10.1016/S0140-6736(22)01200-4. Epub 2022 Sep 6. PMID: 36084663. 3. Healy, M.A., Choti, M.A. Hepatocellular Carcinoma Recurrence Risk in the Context of Emerging Therapies. Ann Surg Oncol 29, 4030–4032 (2022). https://doi.org/10.1245/s10434-022-11709-8