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2025 Independent Medical Education Request for Proposals

Issue Date: **October 17, 2025**

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 Proposals (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). 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	• 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	• Educational initiatives must be U.S.-based only

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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 5 weeks to complete a **full grant proposal** through funding.gene.com. When submitting the application, please be sure to: ● Select the Therapeutic Area (**Oncology**), and Disease State (**Breast Cancer**) ● Include "RFP October 2025 [Insert Program Title]" in the program title of the grant	November 21, 2025
Step 2	Grant decisions will be made by Genentech and decision notifications will be issued to the accredited educational provider through gFRS.	December 12, 2025

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 improved patient outcomes 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.

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Currently Available RFP Focus Area:

Focus	Opportunity
Therapeutic Area: Oncology **Disease Areas:** HER2+ Breast Cancer **Primary Learning Audiences:** Community Oncologists Oncology Advanced Practice Providers Oncology Pharmacists Oncology Nurses **Support Available:** Up to $200,000	The rapidly expanding armamentarium for the management of HER2+ breast cancer has created significant clinical complexity, particularly around the optimal sequencing strategy across multiple lines of therapy. Healthcare providers must not only consider data on efficacy, but also safety, tolerability, site of care, and patient preference to maximize patient outcomes. It is important for community-based oncologists to maintain their knowledge of evidence-based approaches to sequencing therapies for early and metastatic disease, including the transition from initial induction to ongoing maintenance therapy and for complex patient cases, such as treatment discontinuation for reasons other than disease recurrence or progression. Genentech is seeking proposals for broad reaching education that address knowledge gaps for community-based oncologists regarding optimal treatment sequencing strategies for patients with HER2+ breast cancer. References: 1. Corti, C., Rugo, H. S., & Tolaney, S. M. (2025). Decoding Clinical Trials in Metastatic Breast Cancer: Practical Insights for Optimal Therapy Sequencing. American Society of Clinical Oncology educational book. American Society of Clinical Oncology. Annual Meeting, 45(3), e100053. doi: 10.1200/EDBK-25-100053 2. Fasching, P.A., Bianchini, G., Ciruelos, E., Cortés, J., Curigliano, G., Gligorov, J., Harbeck, N., Hurvitz, S.A., Im, S., Iwata, H., Pasteiner, W., Nakatani, S., Lu, W., Liang, Z., Egorov, A., Krop, I. (2025, May 14-17) Human Epidermal Growth Factor Receptor 2 (HER2)-Directed Therapies Administered After Trastuzumab Deruxtecan (T-DXd) Remain Effective in Patients With Metastatic Breast Cancer (mBC): Exploratory Analysis From DESTINY-Breast02 and -03 [Poster session]. European Society for Medical Oncology Breast Cancer, Munich, Germany. 3. Swain, S. M., Shastry, M., & Hamilton, E. (2023). Targeting HER2-positive breast cancer: advances and future directions. Nature reviews. Drug discovery, 22(2), 101–126. doi: 10.1038/s41573-022-00579-0