

2025 Independent Medical Education Request for Proposals

Issue Date: September 26, 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	<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 7 weeks to complete a full grant proposal through funding.gene.com . When submitting the application, please be sure to: <ul style="list-style-type: none"> • Select the Therapeutic Area (Oncology), and Disease State (Bladder Cancer) • Include “RFP September 2025 [Insert Program Title]” in the program title of the grant 	November 14, 2025
Step 2	Grant decisions will be made by Genentech and decision notifications will be issued to the accredited educational provider through gFRS.	November 28, 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.

Currently Available RFP Focus Area:

Focus	Opportunity
<p>Therapeutic Area: Oncology</p> <p>Disease Areas: Muscle-Invasive Bladder Cancer</p> <p>Primary Learning Audiences: Community Oncologists</p> <p>Urologists</p> <p>Oncology Advanced Practice Providers</p> <p>Support Available: Up to \$250,000</p>	<p>Recent advancements signal a paradigm shift in treatment for MIBC from a one-size-fits-all approach to a personalized, biomarker-driven one. The clinical utility of ctDNA testing in muscle-invasive bladder cancer (MIBC) is supported by a growing body of evidence, demonstrating its dual role as both a prognostic and a predictive biomarker.</p> <p>When formulating treatment plans, healthcare providers must balance the risk of recurrence with the risk of unnecessary treatment. Community oncologists and the multidisciplinary cancer team, including urologists and advanced practice providers, require education on utilizing new tools, such as serial ctDNA testing, to improve patient selection and guide treatment decisions in muscle-invasive bladder cancer.</p> <p>Genentech is seeking proposals for education that build healthcare providers' confidence in interpreting biomarker results, and provide practical, actionable models for effective multidisciplinary team coordination ensuring that patients can benefit from efficient, personalized, and patient-centered models of care.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Joaquim Bellmunt et al. Current and Future Role of Circulating DNA in the Diagnosis and Management of Urothelial Carcinoma. <i>Am Soc Clin Oncol Educ Book</i> 45, e471912(2025). doi:10.1200/EDBK-25-471912 2. Lopez-Beltran, A., Cookson, M. S., Guercio, B. J., & Cheng, L. (2024). Advances in diagnosis and treatment of bladder cancer. <i>BMJ (Clinical research ed.)</i>, 384, e076743. https://doi.org/10.1136/bmj-2023-076743 3. Dyrskjøl, L., Hansel, D. E., Efsthathiou, J. A., Knowles, M. A., Galsky, M. D., Teoh, J., & Theodorescu, D. (2023). Bladder cancer. <i>Nature reviews. Disease primers</i>, 9(1), 58. https://doi.org/10.1038/s41572-023-00468-9