Call for Grant Notification: Genentech Medical Education & Research Grants
Therapeutic Area and Disease: Ophthalmology / Diabetic Retinopathy – Grant 1

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. 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) who have previously submitted an application for support of an independent education activity.

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 educational initiatives must be U.S.-based only unless specifically identified as a Global Grant.

NEW! Submission Instructions for an Executive Summary:
1. Providers who meet the eligibility criteria and are interested in submitting a response to this CGN must first complete a brief Executive Summary through the following link at https://docs.google.com/a/gene.com/forms/d/1zP2vJB9qY8T8YB5soAJc-FsqYmUwdEqlmpDYVN7lk/viewform. Deadline for Executive Summary submission will be MARCH 6, 2015.
2. By March 13, Genentech’s respective Medical Education Manager will contact (by email) those providers whose Executive Summaries were selected as a potential interest for further review.
3. Those providers who receive notification of potential interest may then submit applications online through gFRS. Further instructions will be provided in the email notification.

Award Decision Date/Mechanism: Final approvals and denials for those who were selected to submit a full application in gFRS will be communicated via standard grant-submission means (email notifications) no later than May 1, 2015. There have been no pre-determined approvals, nor any identified preferred educational providers. All submissions will be reviewed equally and thoroughly.

Educational providers should not respond to this CGN unless they have read and understand the terms, purpose, therapeutic landscape, and educational request identified below. Additionally, educational providers should not respond to any of the CGNs unless they have demonstrated expertise to successfully execute grants for independent medical education within the specified disease area(s) AND
the recommended educational formats. Applicants will be expected to identify independent gaps that are clinically accurate and relevantly aligned to these CGNs.

**Currently Available CGN**

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<tr>
<th>Therapeutic Area/ Disease Area</th>
<th>Ophthalmology / Diabetic Retinopathy</th>
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<td>Available Funding</td>
<td>Up to $200,000. Genentech also welcomes an educational initiative(s) that uses (but does not require) multi-support in addition to Genentech available funds.</td>
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**Background**

When communicating eye exam findings to a patient’s diabetes physician, research indicates that optometrists provide more inclusive detailed information regarding disease and available treatment than do retinal specialists (RS) and/or ophthalmologists. Although ophthalmologists are most likely to use an anti-Vascular endothelial growth factor (VEGF) agent once clinically significant Diabetic Macular Edema (DME) is demonstrated, there is no consensus for any individual treatment approach, reflective of current evidence. 50% of ophthalmologists opted to treat the patient rather than refer; and they were evenly divided between using anti-VEGF therapy or focal laser therapy. Optometrists were similarly divided on the treatment they expected the specialists to select. Research has shown that optometrists lack awareness of the evidence regarding the benefits of early anti-VEGF therapy in Clinically Significant Diabetic Macular Edema (CSDME). Only one third of optometrists correctly indicated that a combination anti-VEGF/photocoagulation is better at preserving visual acuity than other modalities. Further, one in five optometrists reported being unsure of the benefit of early anti-VEGF therapy.

**Methods**

As such, Genentech is seeking to support an educational grant that include cases that help clinicians acquire knowledge and competence, clarifying questions they have around the usage of treatments for those who are diagnosed with DR. Based on external research, Genentech believes this educational initiative is best suited for U.S.-based optometrists and general ophthalmologists.

**Measures**

Consideration will be given to those accredited providers who can demonstrate how the educational initiative(s) will close knowledge acquisition gaps while addressing various outcomes measures that help centers of care meet various certification and/or system requirements.

**Results**

The educational initiative should provide the participants with the latest data to help with the evaluation and management of evidence that leads to appropriate decision-making. 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. Consideration will be given to those grants that demonstrate how:

1. Educational measures **advanced** the participants to **convert the**
information to demonstrate where and when improvements in care will be implemented. Consideration will be given to those providers who use their outcomes data to project the extent to which conversion of information is sustained over time, and whether or not these improvements can be reproduced in other environments.\(^2\)\(^3\)

2. Educational measures aspired the participants to demonstrate engagement with interprofessional teams (patients included if appropriate), any system-required metrics (including patient satisfaction scores if relevant) that show closure of the treatment gap identifying how it continues to close/evolve over time.\(^2\)\(^3\)

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<th>Discussion</th>
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<td>Genentech encourages accredited provider(s) who are awarded funding to:</td>
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<td>1. Consider whether or not the educational intervention(s) reduced the average time it takes for the participants to adopt information, demonstrating how this was achieved.</td>
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<td>2. Demonstrate key findings via outcomes analysis (please see Measures and Results sections immediately above).</td>
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<td>3. Summarize (through written analysis) their understanding of the metrics, identifying the association between the intervention and the outcomes, and further identifying any comparison of the results with findings from other identified publications (if relevant).</td>
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<td>4. Identify any unanticipated barriers and activity/outcomes limitations explaining the reasons for them, and describing the efforts that were/are being made to adjust them as necessary.</td>
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The Expected Outcomes Measurement Process Additional Considerations

All grant submissions should provide a description of the proposed methodology that evaluates the reach and quality of program delivery, including methods for measuring each activity identified within the proposals and for ensuring ongoing improvements to the activities (Accreditation elements 12,13,14,15).

All grant submissions should describe how the educational provider plans to determine the extent to which the initiatives have 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.

While not required, it is strongly recommended that the results of these educational initiatives aim to increase understanding around the elements identified within the chart within this CGN. Genentech will review ways the aforementioned information ties into the following components:

- Education that results in an improvement of quality metrics, quality of care, and/or quality of life
- Education that results in a way the helps to inform or better engage patients with their caregivers
- Additionally, a plan for publishing the results detailing the lessons learned would be welcomed

Genentech’s Grant Decision-Making Criteria
Please refer to the publicly available criteria, which can be found at [http://funding.gene.com](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**