Pfizer Medical Education Group
Request for Proposals (RFP): Non-Small Cell Lung Cancer (NSCLC)

External Review Panel

Robert L. Addleton, Ed.D., LPC, FACEHP, CCMEP
   Affiliation: Physicians’ Institute for Excellence in Medicine
   Role: Public Health

Frank C. Detterbeck, M.D., FACS, FCCP
   Affiliation: Yale University, School of Medicine
   Role: Clinical

Maureen Doyle-Scharff, MBA, Ph.D. (ABD)
   Affiliation: Pfizer, Inc., Medical Education Group
   Role: Secretariat, Ex-Officio

Leonard James, M.D., Ph.D.
   Affiliation: Pfizer, Inc., Oncology Medical Affairs
   Role: Clinical

Edward Sanghyun Kim, M.D.
   Affiliation: The University of Texas M.D. Anderson Cancer Center
   Role: Clinical

Mary Martin Lowe, Ph.D.
   Affiliation: Learning Advisors, LLC
   Role: Educational

Charles A. Powell, M.D.
   Affiliation: Mount Sinai Hospital and School of Medicine
   Role: Clinical

Arnold Schwartz, M.D., Ph.D.
   Affiliation: George Washington University, School of Medicine
   Role: Clinical
Objective: The External Review Panel (ERP) convened to discuss and determine which LOI’s would be invited to submit full proposals.
Meeting Date: Thursday, August 30, 2012
Meeting Time: 8:00AM-12:00PM

Number of LOI received and reviewed by the ERP: 32
Number of LOI invited to submit full proposals: 12
Number of LOI denied: 20

List of Letters of Intent Invited to submit Full Proposal:

AMERICAN COLLEGE OF CHEST PHYSICIANS: “Engaging Multidisciplinary teams to improve Patient Outcomes with NSCLC using Educational Resources (EMPOWER)”

DUKE UNIVERSITY: “Addressing Healthcare Provider and System of Care Gaps for NSCLC molecular testing and the use of targeted pharmacological therapy”


INTERNATIONAL ASSOCIATION FOR THE STUDY OF LUNG CANCER: “Molecular Testing in Advanced NSCLC: Multidisciplinary Integration into Standard of Care”

JUPITER MEDICAL CENTER: “A Multidisciplinary Lung Clinic’s approach to improve clinical outcomes of non-small cell lung cancer (NSCLC) through bridging gaps in obtaining and utilizing bio-molecular markers”

NATIONAL COMPREHENSIVE CANCER NETWORK INC: “2013 Tumor Board Curriculum: Molecular Testing in Non-Small Cell Lung Cancer”

OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER: “Molecular Testing and NSCLC Patients...Improving Efficacy, Enhancing Care”

OREGON HEALTH & SCIENCE UNIVERSITY: “CUSTOM CHANGE: A multi-targeted, personalized and interactive educational intervention for the deployment of a molecularly targeted treatment approach for lung cancer patients in specific health care settings”
TEMPLE UNIVERSITY: “Getting Tissue for Molecular Testing: An NSCLC Strategic Initiative”

UNIVERSITY OF COLORADO HEALTH SCIENCES CENTER: “Learning from each other: Comparing and contrasting ALK and EGFR testing for NSCLC in the University Hospital, Free-Standing Clinic and HMO settings”

UNIVERSITY OF PENNSYLVANIA SCHOOL OF MEDICINE: “Improving Care of Patients with NSCLC Using the 3D Virtual Tumor Simulator: Interacting with Tumor Biology and Targeted Therapies”

VANDERBILT UNIVERSITY: “Informatics-Enabled Approach to Improving Personalized Lung Cancer Medicine”
Objective: The External Review Panel (ERP) convened to discuss and determine Full Proposal decisions.

Meeting Date: Thursday, November 8, 2012
Meeting Time: 9:00AM-5:00PM Eastern Time

Number of LOI invited to submit full proposals: 12
Number of Full Proposal’s Approved: 5

List of Full Proposals approved:

AMERICAN COLLEGE OF CHEST PHYSICIANS: “Engaging Multidisciplinary teams to improve Patient Outcomes with NSCLC using Educational Resources (EMPOWER)"


NATIONAL COMPREHENSIVE CANCER NETWORK INC: “2013 Tumor Board Curriculum: Molecular Testing in Non-Small Cell Lung Cancer”

OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER: “Molecular Testing and NSCLC Patients...Improving Efficacy, Enhancing Care”

TEMPLE UNIVERSITY: “Getting Tissue for Molecular Testing: An NSCLC Strategic Initiative”