

Boehringer Ingelheim Pharmaceuticals, Inc.
Announcement of Interest to Support Independent Medical Education Programs
Through Grants

(available at www.bipigrants.com)

I. Overview:

The Boehringer Ingelheim Pharmaceuticals, Inc. (BIPI) Medical Grants Department consists of a multidisciplinary team of subject matter experts and education professionals who facilitate life-long learning for healthcare providers and patients through support of independent medical education. Our purpose is to bridge unmet medical needs by support of established educational solutions that improve competencies, clinical performance, and patient outcomes in BIPI's therapeutic areas of interest.

The intent of this announcement is to notify bona fide and experienced, accredited Continuing Medical Education (CME) providers and accredited Continuing Education (CE) providers that BIPI is interested in receiving applications for educational grants for support considerations commencing after January 30, 2010.

Applications will be considered that

- Have well defined and researched needs assessments that identify practice gaps
- Address national, regional, or local educational needs
- Link educational needs to achievable learning objectives
- Encourage the use of adult learning principles
- Demonstrate an integrated learning approach
- Consider appropriate learning preferences
- Result in improvements in clinical competencies, skills, attitudes or performance
- Measure outcomes that demonstrate achievement of objectives, and/or improvements in the quality of patient care
- Have sufficient mechanisms in place to manage firewall separation from other types of education, conflicts of interest, and content validation
- Reflect fair market value for fees and out-of-pocket costs associated with execution of all components of programs

II. Process:

Grant applications are only accepted online at www.bipigrants.com. Following submission, there may be additional requests for information from the BIPI Medical Grants Office. While this Announcement will terminate 60 days after the release date, please be aware that BIPI will continue to review all grant requests which are received.

Submission of a complete response is not a guarantee of program approval. BIPI reserves the right to deny any and all responses. Requestors are solely responsible for any costs incurred in the preparation of the request and may not build these costs into this or any subsequent proposal. Applicants responding to this announcement will be notified of a decision within 90 days of the Response deadline date.

III. Specific Request Information:

Request for Proposal Release Date:	November 1, 2009
Response Deadline Date:	December 31, 2009
Therapeutic Area:	Oncology
Disease:	Non-Small Cell Lung Cancer (NSCLC)
Educational Topic(s):	<ol style="list-style-type: none"> 1) Increase clinicians' understanding of the heterogeneity of disease among patients with NSCLC and the clinical impact of distinguishing between subpopulations to optimize therapeutic strategies. <ol style="list-style-type: none"> a. Improve clinicians' and pathologists' knowledge of gene mutations and the utility of biomarker analysis in targeted treatment approaches to improve patient outcomes. 2) Describe mechanisms for resistance to inhibition of molecular signaling pathways and the durability of response of approved and investigational pathway inhibitors. 3) Enhance clinicians' knowledge of signaling pathways in the development and progression of NSCLC and the consequences of dysregulation. 4) Improve clinicians' understanding of the continuation of treatment in later lines of therapy. 5) Increase clinicians' knowledge and appropriate application of evidence-based clinical data in selection of therapeutic options for the management of solid tumors (including NSCLC, breast cancer,

	<p>and ovarian cancer)</p> <ol style="list-style-type: none"> a. Understand how safety and tolerability of treatment may impact patient outcomes. <ol style="list-style-type: none"> 6) Increase the awareness among patients, allied and clinical healthcare providers of the global burden of lung cancer, risks/benefits of treatment, strategic approaches to personalized care, and expanding therapeutic options. 7) Enhance clinicians' understanding of the roles of proangiogenic signaling pathways in the development and progression of NSCLC. <ol style="list-style-type: none"> a. Describe the impact of interactions between growth factors and their receptors on cellular proliferation, migration, differentiation, and cellular survival. 8) Improve clinicians' knowledge of research discussing clinical outcomes in advanced/metastatic NSCLC when inhibiting multiple proangiogenic signaling pathways. <ol style="list-style-type: none"> a. Improve clinicians' awareness of data discussing antiangiogenic therapies for NSCLC in combination with standard chemotherapy.
<p>Target Audience(s):</p>	<p>Educational activities should address the needs of:</p> <p>Primary</p> <ul style="list-style-type: none"> • National/Regional oncology clinician experts, including medical oncologists, pathologists, pulmonologists, and surgical oncologists who treat patients with NSCLC • Managed Care Directors, Medical Directors, and/or Case Managers <p>Secondary</p> <ul style="list-style-type: none"> • Community-based oncologists and surgical

	<p>oncologists</p> <ul style="list-style-type: none"> • Community-based pulmonologists • Community-based pathologists • Oncology Nurses • Oncology Pharmacists • Physicians Assistants • Primary care healthcare providers treating patients with NSCLC and/or • Patients
Educational Format:	Formats that provide education at the national, regional, or local levels will be considered, including but are not limited to, live and interactive didactic presentations, web-based programs, print and electronic monographs, performance improvement (PI) CME, and Point of Care CME.
CME/CE Certification:	ACCME, AAFP, AOA, ACNP, ANCC or equivalent
Outcomes Encouraged:	Dependent on educational design, the following outcomes/metrics should be considered: participation, satisfaction, knowledge, competency, skills, and or performance
Submission Site:	www.bipgrants.com