

## Geographic Atrophy Educational Program - Request for Proposals (RFP)

Date RFP Issued: January 5, 2021
Disease State: Geographic Atrophy
Therapeutic Area: Ophthalmology
Geographic Scope: United States
<p>General Area of Interest for this RFP:</p> <ul style="list-style-type: none"> <li>Understanding Geographic Atrophy (GA) secondary to Age-related Macular Degeneration (AMD) and diagnostic hallmarks</li> </ul> <p>Target audience</p> <ul style="list-style-type: none"> <li>Optometrists</li> <li>General ophthalmologists</li> </ul> <p>Objectives</p> <ul style="list-style-type: none"> <li>Address GA educational gaps by providing optometrists and general ophthalmologists with an overview of GA secondary to AMD, facilitating increased recognition of GA in their practices and referral of GA patients to appropriate specialists</li> </ul> <p>Topics of interest:</p> <ul style="list-style-type: none"> <li>Diagnosis of GA</li> <li>Epidemiology and Risk factors for GA</li> <li>Pathophysiology of GA</li> <li>Monitoring and Management of GA</li> <li>Burden of illness</li> <li>Impact of GA on quality of life</li> </ul>
Deadline for Application Submission: February 5, 2021
Maximum Funds Available: \$1,000,000
How to Submit: <a href="mailto:grantsandgiving@apellis.com">grantsandgiving@apellis.com</a>
RFP Title (to include in request): Geographic Atrophy Educational Program

### **Proposal Submission Requirements:**

<b>Needs Assessment/Gaps</b>	<ul style="list-style-type: none"> <li>Include a needs assessment that is well referenced and demonstrates an understanding of the specific gaps and barriers of the target audiences (in alignment with ACCME criteria).</li> <li>The needs assessment must be independently developed and validated by the accredited provider.</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Proposal should indicate the target audience(s) and provide a rationale for why this target audience will benefit from the project outcomes. In addition, please describe methods for reaching the target audience including description of any rationale for recruitment to maximize participation according to need.</li> </ul>

<b>Learning Objectives and Content Accuracy</b>	<ul style="list-style-type: none"> <li>• Provide clearly defined and measurable learning objectives in relation to the identified gaps. Include an overview of program content and explanation of criteria that will guide content selection, considering level of evidence and other variables.</li> <li>• Apellis is committed to the highest standards in ensuring patient safety; the applicant should describe methods to ensure complete, accurate, evidence-based review of key safety data for any therapeutic entities discussed in the activity. Explain how content will be updated, if necessary, throughout the program period, and how accuracy will be ensured.</li> </ul>
<b>Educational Methods</b>	<ul style="list-style-type: none"> <li>• Apellis supports the ACCME guidance for educational methods to be clearly designed to address the knowledge, competence and/or performance gaps that may underlie an identified healthcare gap. Your proposal should demonstrate an understanding of instructional design as it relates to the gaps in the knowledge, competence, or performance of the targeted audience. Educational methods and design should be based on current literature in CME best practice and consistent with ACCME accreditation criteria.</li> </ul>
<b>Faculty Recruitment and Development</b>	<ul style="list-style-type: none"> <li>• Provide information on the expected qualifications of contributors and description of methods to ensure recruitment of faculty who meet the qualifications. Explain any methods that will be used to ensure that faculty are fully trained in the program expectations and any skills that may be needed to ensure effective delivery of intended education.</li> </ul>
<b>Program Evaluation and Outcomes</b>	<ul style="list-style-type: none"> <li>• Provide a description of the approach to evaluate the reach and quality of program delivery; methods for monitoring individual activities and for ensuring ongoing quality improvements. Describe methods that will be used to determine the extent to which the activity will close the identified healthcare gap, and the qualifications of those involved in the design and analysis of the outcomes.</li> </ul>
<b>Budget</b>	<ul style="list-style-type: none"> <li>• Include a detailed budget with rationale and breakdown of costs, per unit, and description of each budget line item. In addition, please include any registrations fees paid by the learner, and how the fees will be applied.</li> </ul>
<b>Anticipated Timeline</b>	<ul style="list-style-type: none"> <li>• Provide anticipated timeline for your project including project start/end dates.</li> </ul>
<b>Additional information</b>	<ul style="list-style-type: none"> <li>• If there is additional information you feel Apellis should be aware of concerning the importance of your project, please summarize here.</li> </ul>
<b>Organizational Detail</b>	<ul style="list-style-type: none"> <li>• Describe the attributes of the organization that will support and facilitate the execution of the project and the leadership of the proposed project.</li> </ul>