

## EDUCATION PROGRAMME: REQUEST FOR PROPOSALS

### CGA-APR25-ObHighlights

**15 April 2025**

<b>Project title</b>	Independent medical educational programme on the latest advancements in obesity care, intended for an international audience of health care professionals (HCPs), excluding the United States and the United Kingdom.
<b>Task</b>	Providers are asked to submit proposals in line with the details and by the deadline set out below.
<b>Project</b>	<p>Novo Nordisk considers providing an educational grant in support of an accredited <b>innovative and interactive</b> continuing medical education (CME) programme with resources to educate and update Health Care Professionals (HCPs) on the latest advancements of obesity care.</p> <p>The aim is to ensure HCPs' clinical practices reflect the most advanced and up to date evidence based medical care and allow HCPs to provide quality care for their patients living with obesity.</p> <p>Education that is made in partnership with, or endorsed by, a respectable institution, which might be for example, an academic institution or a medical (or scientific) professional association or society, will be prioritized.</p> <p>In terms of reported outcomes to the educational activity, it is preferable to reach to Level 5 or higher (i.e. Levels 1 - 7 per Moore DE. et al J Contin Educ Health Prof 2009.29:1-15).</p> <p>Multi-sponsored education is preferred.</p>
<b>Background</b>	<p>Obesity is a complex and multifaceted chronic disease that has reached epidemic proportions globally. It is characterized by an excessive accumulation of body fat, which poses significant health risks and contributes to a range of complications, including type 2 diabetes, cardiovascular diseases, certain cancers, and musculoskeletal disorders. Despite the fact that medical professional associations and health organizations are increasingly recognising obesity as a serious chronic disease, it still remains underdiagnosed and undertreated.</p> <p>Novo Nordisk is a global healthcare company with 100 years of innovation and leadership in diabetes and obesity care. Together with our partners, we are committed to driving change in how the world sees, prevents and treats obesity. As leaders within the science of obesity, we are working to make obesity a healthcare priority, defeat stigma and support better access to evidence-based care.</p> <p>For more information on obesity, please see our <a href="#">corporate website</a>.</p>
<b>Target audiences</b>	HCPs that are the primary point of contact of patients with obesity such as primary care physicians like general practitioners, diabetologists, internal medicine and family medicine doctor. As well as for HCPs highly involved in the management of patients with obesity such as endocrinologists, bariatric surgeons and obesity experts.
<b>Territories</b>	Global (excluding-US and excluding-UK) with a focus on the following:  Canada, Latin America, Europe (excluding UK), Middle East, Korea, Japan and Oceania
<b>Educational Objectives</b>	<p>Proposed initiatives should address, but are not limited to, one or more of the following educational objectives based on the learners' needs:</p> <ol style="list-style-type: none"> <li>1. Raise awareness of the latest evidence and highlights presented at the American Diabetes Association (ADA) and the European Association for the Study of Diabetes (EASD) conferences related to the pharmacological management of obesity.</li> <li>2. Increase the understanding of the latest obesity clinical trial results of GLP-1 RAs and the potential implications of these findings for clinical practice and patient care</li> </ol>

	<p>3. Increase the understanding of the latest obesity clinical trial results of emerging incretin-based therapies (e.g., GLP-1 or GIP) or emerging biologics (e.g., amylin)</p> <p>4. Enhance knowledge of the evolving obesity landscape by providing the latest developments and updates on clinical practice guidelines and the standard of care.</p>
<b>Accreditation &amp; duration</b>	<p>In some of the countries it is mandatory that any eCME is accredited and available for 1 year after launch of eCME.</p> <p>Propose accreditation bodies as you see fit based on proposed geographic areas you recommend for your initiative.</p>
<b>Required Information</b>	<p>All proposals should be submitted in the Novo Nordisk <a href="#">external support system</a>. The online application form will require the below. Please make sure to fill in all required fields. Proposals not providing the required information will not be reviewed or considered for support:</p> <ul style="list-style-type: none"> <li>• Title of program</li> <li>• Overview of total cost including cost for individual components/format and currency, if applicable.</li> <li>• Detailed Description</li> <li>• Needs Assessment</li> <li>• Objectives/Expected Results</li> <li>• Similar Past Initiatives</li> <li>• Accrediting organization</li> <li>• Languages that education will be made available in</li> <li>• Website(s) where education will be hosted or location(s) of event</li> <li>• Potential number of HCP participants: Overall and <math>\geq 75\%</math> of program completion</li> <li>• Timing of program launch</li> <li>• Activity outline/agenda</li> <li>• Outcome levels measured (i.e. Levels 1 thru 5 per Moore DE. et al J Contin Educ Health Prof 2009.29:1-15; not detailed outcomes plan)</li> <li>• Collaborating partners/organizations (i.e. professional association or third-party organizations)</li> </ul> <p><b>In the field CGA/CCP Code please include:</b> CGA-APR25-ObHighlights</p>
<b>Budget</b>	<p>A detailed budget overview is necessary. Please provide this information in the budget template provided in the application.</p> <p>Should a multi-component/module educational initiative be proposed, cost per component should be added, enabling to adjust scope, if needed.</p> <p>Based on the overall number and quality of the proposals received, Novo Nordisk may award one or more educational grant(s) that is/are most aligned with the company's educational priorities while remaining within budget. Available budget cannot be shared.</p>
<b>Compliance</b>	<p>The available grant needs to support production of an independent, scientific, educational activity (CME), free from commercial influence or bias (non-promotional). The grant is not provided with any intention to induce, influence or reward past, present or future prescribing/purchasing of any Novo Nordisk product. It is not for the purpose of promoting any products including those from Novo Nordisk.</p> <p>Providers are asked to certify that the educational activity will comply with all applicable current ethics guidelines, codes and regulations related to CME, including but not limited, to UEMS EACCME Guidelines for Commercial Support and Recommendations for CME Providers, Danish ENLI code, LIF, etc.</p>
<b>Response to this CGA</b>	<p>Proposals should be submitted in the Novo Nordisk <a href="#">external support system</a>.</p> <ul style="list-style-type: none"> <li>• All proposals should be submitted using the application form.</li> <li>• Please provide a detailed budget breakdown in the budget template provided.</li> <li>• Providers may submit more than one proposal.</li> <li>• You may include the proposal in any form (e.g., pdf, ppt, doc) as an attachment to your online application, but all required fields should be filled regardless.</li> <li>• For any questions reach out to <a href="mailto:djur@novonordisk.com">djur@novonordisk.com</a></li> </ul>

<b>Project Timings</b>	<table border="1"> <tr> <td data-bbox="384 174 1235 224">CGA made available</td> <td data-bbox="1235 174 1434 224">16-Apr</td> </tr> <tr> <td data-bbox="384 224 1235 273">Deadline for proposal submission</td> <td data-bbox="1235 224 1434 273">7-May</td> </tr> <tr> <td data-bbox="384 273 1235 322">Opportunity to have clarifying calls with selected providers</td> <td data-bbox="1235 273 1434 322">19-May 20-May</td> </tr> <tr> <td data-bbox="384 322 1235 371">Expected response from Novo Nordisk on elements to be supported</td> <td data-bbox="1235 322 1434 371">22-May</td> </tr> </table>	CGA made available	16-Apr	Deadline for proposal submission	7-May	Opportunity to have clarifying calls with selected providers	19-May 20-May	Expected response from Novo Nordisk on elements to be supported	22-May
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<b>Contact Person</b>	<p>For any questions, please reach out to:</p> <p>Julieta Rando, <a href="mailto:djur@novonordisk.com">djur@novonordisk.com</a>  Manager, IME Grants</p>								
<b>Terms of the CGA</b>	<p>Novo Nordisk reserves the right to refrain from funding projects, if proposals are not deemed satisfactory, and reserves the right to split funding amongst relevant applicants appropriately.</p> <p>Concept proposals not adhering to this RFP will not be reviewed or considered for support.</p> <p>All information within this RFP, regardless of the communication form, is given in absolute confidence and shall not be disclosed without written permission from Novo Nordisk.</p>								
<b>Next Steps</b>	<p>Once proposals of interest are selected, providers will be notified of which ones are to be financially supported.</p> <p>The recipient of the grant will enter into an agreement with Novo Nordisk before the grant is allocated.</p>								