

Johnson & Johnson Innovative Medicine
Hematology Request for Proposals (RFP)

The therapeutic landscape for relapsed/refractory multiple myeloma (RRMM) is rapidly evolving. This rapid evolution brings significant challenges for health care providers (HCPs) to stay abreast of data that may impact practice. Combinations with innovative modalities such as bispecific antibodies (BsAbs) may lead to deeper and more sustained responses. Recent data surrounding BsAb & CD-38 antibody combinations demonstrate clinical benefit in earlier lines of therapy. Results from CME outcomes underscore persistent challenges: HCPs struggle to stay current with the latest clinical guidelines, translate new data, and integrate into individualized treatment plans. These challenges are compounded by the accelerating pace of innovation, which demands continuous learning and readiness for future standards of care.

As BsAb-CD 38 antibody-based combinations move closer to clinical reality, HCPs must not only be aware of the data but have the ability to translate the evidence into clinical practice. Therefore, education must not only address current gaps and share new data but also prepare HCPs to have the confidence and competence to apply the next wave of therapeutic strategies that will redefine RRMM management.

This RFP seeks to address a critical educational gap: enabling healthcare professionals to analyze and apply key clinical data to advance outcomes for patients with relapsed/refractory multiple myeloma (RRMM). To meet this need, funding will support innovative, interactive, certified continuing medical education (CME) activities that enhance knowledge and competence around emerging evidence. These activities could focus on sharing new data related to BCMA BsAb-targeted therapies in combination with CD38 antibody regimens, exploring their clinical implications and practical integration into evolving treatment paradigms. Educational grant requests should integrate adult learning principles and apply instructional design techniques and behavioral science to move clinicians through the learning and change continuum focusing on knowledge, competence, and confidence.

Grant Application Deadline: Wednesday January 14, 2026

Therapeutic Area: Relapsed Refractory Multiple Myeloma

Educational

Areas of Interest:

There is a need for greater awareness in the hematology/oncology community regarding new and emerging data surrounding use of BCMA BsAb combination with CD38 antibody therapies for the treatment of RRMM and provide additional clarity regarding risk stratification and classification that may help guide patient care. Projects of interest may include:

- New and emerging data related to combination studies
- Efficacy/Safety of BCMA BsAb combination compared to monotherapy
- Efficacy/Safety of BCMA BsAb combination compared to other second line therapies
- MOA synergies
- Patient selection
- Prepare clinicians for future BsAb combination strategies, including integration into practice and considerations for

- earlier lines of therapy
- Bridge gaps in real-world application, ensuring alignment with evolving standards and patient-centric care
- Enhance competence in managing BsAb-related toxicities and step up dosing protocols

Delivery Format:

Live or web-based program, local/regional or national events, designed to measurably improve hem/onc clinicians' knowledge and competency

Target Audience:

Proposals should focus on one of the following audiences:

- Academic Hematologists/Oncologists
- Community Hematologists/Oncologists
- Oncology Nurse Practitioners (NPs) and Physician Assistants (PAs)

Please provide a strong justification for the selected target audience, ensuring that the **statement of need**, proposed **intervention**, and overall approach clearly support the rationale for reaching this group.

If your program intends to target both academic and community clinicians, priority will be given to organizations that can demonstrate proven expertise in effectively engaging these distinct audiences.

Additionally, priority will be given to organizations that can **collect and report segmented outcomes data** for the identified target audiences. Outcomes reports must include data and analysis specific to each audience segment, reflecting measurable impact and educational effectiveness. Organizations will be expected to adhere to our outcomes reporting requests, due every 90 days in cybergrants.

Timelines:

Programs start date should begin after February 2026. Priority will be given to organizations that can expedite program launch.

Funding Limits:

Grants request must be under \$150,000

Submission Details:

Deadline for submission: **Wednesday January 14, 2026**

Submission link:

<https://www.cybergrants.com/JJ/grantsandgiving>

Special Notes:

In the grant submission, please be sure to select "yes" to the question, "is this request in response to an RFP". In the RFP title, please use "**2026 BsAb Combinations CME**" in front of your program title. In the secondary disease state setting, please select RRMM. It is expected that recipients will provide quarterly outcomes reports on this program.

Eligibility Criteria

CME/CE applicants must fall into one of the following categories with a bona fide interest in managing and or treating patients with

RRMM: Academic institutions (medicine, pharmacy or nursing)
Teaching hospitals, Medical Societies, Professional Associations,
Government agencies, Medical education companies. Requests must
be certified for CME/CE credit(s). Individual physicians or physician
owned entities are ineligible to apply.