



EDUCATION PROGRAMME: CALL FOR GRANT APPLICATIONS

CGA-Q1-2025-Basal

Q1-2025

Project title	Educational Programme on effective management of Type 2 Diabetes (T2D) through high-quality care and therapeutic innovation.
Task	Providers are asked to submit grant applications in line with the details and by the deadline set out below.
Project	<p>Novo Nordisk considers providing an educational grant in support of an innovative and interactive continuing medical education (CME) programme with resources to educate Health Care Professionals (HCPs) on the current and future role of basal insulin therapy in the management of T2D.</p> <p>We encourage providers to present proposals using innovative and engaging interactive learning formats to increase the reach of the largest possible HCPs (further information under target audiences). Online / virtual formats are preferred.</p> <p>Education that is made in partnership with, or endorsed by, a respectable institution, which might be for instance, an academic institution or a medical (or scientific) professional association or society, will be prioritized. Additionally, independent medical education (IME) providers are encouraged to submit multi-sponsored proposals. If you suggest a multi-sponsored programme, please include a contingency plan in case support from other companies cannot be secured.</p> <p>In terms of reported outcomes to the educational activity, it is preferable to reach to Level 4 or higher (i.e. Levels 1 - 7 per Moore DE. et al J Contin Educ Health Prof 2009.29:1-15).</p> <p>We encourage projects that:</p> <p>Focus on unmet needs in basal insulin therapy, such as therapeutic inertia to basal insulin initiation and titration, and the importance of adherence and acceptance with basal insulin treatment to improve glycaemic control and clinical outcomes. Focus education on available treatment options within basal insulin, incl. efficacy, safety and clinical use. Ensure understanding of disease and Standard of Care among HCPs.</p> <p>The project should also focus on the awareness among HCPs of patients' preferences in diabetes management.</p>
Background	<p>Novo Nordisk is a global healthcare company with more than 100 years of innovation and leadership in diabetes care. T2D is one of the biggest health issues of our time with an increasing prevalence, estimated 784 million people living with diabetes in 2045. Insulin remains a cornerstone in the treatment of T2D and it is estimated that approx. 100 million people with diabetes still require insulin. The ADA/EASD 2022 consensus report recommend therapy intensification with basal insulin when glycaemic treatment targets are not met with non-insulin glucose-lowering agents. In addition, the guideline highlights the combination of basal insulin and GLP-1 RA offering effective glycaemic control and benefits beyond, including low rates of hypoglycemia and weight benefits in people with T2D inadequately controlled on basal insulin or GLP-1 RA alone.</p> <p>However, insulin initiation is often delayed despite uncontrolled T2D because of barriers such as complex dosing schedules, injection burden, stigma and fear of hypoglycaemia. Therapeutic inertia consequently leads to increased risk of poor outcomes and diabetes-related complications.</p>

Target audiences	<p>Specialists (Primary: Endocrinologists/Diabetologists and Secondary: Cardiologists and Nephrologists where relevant) are the target audience. Primary Care Physicians may be considered target audience if they initiate basal insulin.</p> <p>Out of scope: Nurses and pharmacists.</p>
Territories	<p>Global educational programmes in English targeting global audiences with a focus on the following countries/regions:</p> <p>Canada, Latin America, Europe, India, South Korea, Japan and China, excluding US and UK HCPs (geo-blocked).</p> <p>Translation / Transcripts to other languages (Mandarin, Japanese, German, Spanish, Portuguese, Italian) may be considered.</p>
Educational Objectives	<p>Proposed initiatives may address, but are not limited to, one or more of the following educational objectives based on the learners' needs:</p> <ul style="list-style-type: none"> • Provide comprehensive disease understanding of T2D and guidelines with an emphasis on glycaemic control, safety profile and weight loss as primary treatment goals. • Reinforce timely initiation of basal insulin treatment leading to improved glycaemic control and better clinical outcomes by learning about therapeutic inertia regarding basal insulin initiation in T2D and its associated clinical consequences. • Provide clinical guidance and educate on the practical use of once-weekly basal insulins including, but not limited to, initiation, dosages, titration and switching, exercise and hospitalization. • Drive scientific dialogue about unmet medical need and residual risks despite current treatment options. • Drive scientific dialogue on perception of clinical trials data from the perspectives of endocrinologists and raise awareness on multidisciplinary care needed for these patients' population. <p>The education does NOT need to target ALL the above but adhere to at least one.</p>
Accreditation & duration	<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>
Required Information	<p>All proposals should be submitted in the external support system. 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"> • Title of program • Overview of total cost including cost for individual components/format and currency, if applicable. • Detailed Description • Needs Assessment • Objectives/Expected Results • Similar Past Initiatives • Accrediting organization • Languages that education will be made available in • Website(s) where education will be hosted or location(s) of event • Potential number of HCP participants: Overall and $\geq 75\%$ of program completion • Timing of program launch • Activity outline/agenda • 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) • Collaborating partners/organizations (i.e. professional association or third-party organizations)

	In the field CGA/CCP Code please include: CGA-Q1-2025-Basal						
Budget	<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>						
Compliance	<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>						
Response to this CGA	<p>Proposals should be submitted in the external support system.</p> <ul style="list-style-type: none"> • All proposals should be submitted using the application form. • Please provide a detailed budget breakdown in the budget template provided. • Providers may submit more than one proposal. • 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. 						
Project Timings	<table border="1"> <tr> <td>CGA sent to participating Providers:</td> <td>03-Mar-2025</td> </tr> <tr> <td>Deadline for proposal submission:</td> <td>19-Mar-2025</td> </tr> <tr> <td>Expected response from Novo Nordisk on elements to be supported should be after:</td> <td>11-Apr-2025</td> </tr> </table>	CGA sent to participating Providers:	03-Mar-2025	Deadline for proposal submission:	19-Mar-2025	Expected response from Novo Nordisk on elements to be supported should be after:	11-Apr-2025
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Contact Person	<p>For any questions, please reach out to:</p> <p>Anders West, anwc@novonordisk.com</p>						
Terms of the CGA	<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>Proposals not adhering to this CGA will not be reviewed or considered for support.</p> <p>All information within this CGA, regardless of the communication form, is given in absolute confidence and shall not be disclosed without written permission from Novo Nordisk.</p>						
Next Steps	<p>Once proposals of interest are selected, providers will be notified of which ones are to be financially supported.</p>						