

PHATHOM PHARMACEUTICALS
INDEPENDENT MEDICAL EDUCATION REQUEST FOR PROPOSALS (RFPS)

SCOPE, AREAS OF FOCUS & TARGET AUDIENCES FOR 2025

Geographic Scope

United States

Areas of Focus

- Primary programming support considerations will be given to the disease areas specific to each RFP, including but not limited to:
 - Burden of disease and standard of care gaps
 - Diagnosis and treatment paradigms including novel options
 - Disease pathology and MOA of available treatments
 - Real world identification and treatment of patients (including challenges and complications)

Target Audience

- Primary care providers (PCPs), Gastroenterologists (GIs), Advance Practice Providers
- Secondary audiences: Pharmacists, Residents and Fellows

RFP 1: NATIONAL MEETINGS & VIRTUAL PROGRAMMING

Overview

Educational programs that close professional practice knowledge gaps and address unmet educational needs for healthcare providers (HCPs) to advance clinical best practices and learnings and improve patient outcomes in the evolving paradigm of Gastroesophageal Reflux Disease (GERD).

- Key target congresses for consideration: DDW, ACG, ACP, AAFP-FMX, AANP, and AAPA.
- Comprehensive, multimodal approaches to be considered that could include but not limited to, live symposiums, grand rounds, social media, case-based, simulations, live workshops, and other online/virtual enduring activities.

Key Milestones

- RFP dissemination for submissions 3Q2024
- RFP closed 15Nov2024
- Rolling decision notifications, final decision date no later than 28Feb2025

Submission Notes:

Phathom will consider submissions for individual congresses or multiple congresses.

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RFP 2: REGIONAL & LOCAL MEETINGS

Overview

Educational programs that close professional practice knowledge gaps and address unmet educational needs for healthcare providers (HCPs) to advance clinical best practices and learnings and improve patient outcomes in the evolving paradigm of Gastroesophageal Reflux Disease (GERD) or *Helicobacter pylori* (HP). Secondary consideration for eosinophilic esophagitis (EoE).

- Target meetings: Regional & local society and institution meetings
- Primary programming support considerations will be given to GERD or *HP*; secondary consideration for EoE.

Key Milestones

Application deadline: rolling submissions and decisions throughout 2025

For questions regarding a submitted grant funding request, please communicate through the [grants portal](#). For general questions not related to a funding request, contact Phathom directly at Grants@phathompharma.com.