



Call for Concepts (CFC) IME-CFC-2025 AbbVie Independent Education (IE)

Call for Concepts Details

Therapeutic Area/Disease State	Oncology/Chronic Lymphocytic Leukemia (CLL)
Issue Date	October 24, 2025
Submission Deadline	December 5, 2025 – 5pm Central Time
Target Audience	• CLL Specialists (Academic Medical Center) • Community-based Oncologists
Geographic Scope	United States
Anticipated Notification Date	By January 23, 2026
Budget	≤\$500,000
Expected Outcomes	Please see the AbbVie Outcomes Standardization Playbook for Independent Medical Education for our required outcomes processes, including templates and examples

Statement of Need:

Chronic lymphocytic leukemia (CLL)/small lymphocytic lymphoma (SLL) is the most common adult leukemia in the Western world. The CLL treatment landscape has undergone a significant shift from the utilization of traditional chemoimmunotherapy to a more targeted approach with the advent of novel agents like Bruton tyrosine kinase (BTK) inhibitors and BCL2 inhibitors.¹ Currently, many CLL regimens require continuous, indefinite therapy which is associated with increased potential for cumulative adverse events, impaired quality of life, burden of ongoing treatment, as well as economic burdens for patients and their families.² While available fixed treatment duration regimens offer benefits of time off treatment, initiation of these regimens may be cumbersome for patients and some health systems. There is a need to optimize targeted CLL regimens to provide the benefits of time off treatment which would result in enhanced safety outcomes, preserved quality of life and the potential for improved convenience. A shared decision-making approach where patients, caregivers, and the healthcare providers weigh all factors and discuss the best treatment plan while aligning on the patient's goals of therapy is essential to navigate the multiple therapeutic options available in CLL. It is imperative to educate clinicians involved in the management of CLL on the role of personalized care and how shared decision-making can play a role in selecting the best therapeutic option for the patient so that treatment goals are met.



AbbVie is seeking proposals that will review strategies for effective shared decision-making and highlight why shared decision-making is crucial in CLL treatment selection. Preference will be given to proposals that involve partnerships with academic centers of excellence, regional community practices, known leaders in the field of oncology as well as major professional societies.

References

1. Jain N, Wierda WG, O'Brien S. Chronic lymphocytic leukaemia. Lancet. 2024 Aug 17;404(10453):694-706.
2. Stumpf J, Al-Sawaf O. Chronic Lymphocytic Leukemia: Time-Limited Therapy in the First-Line Setting and Role of Minimal Residual Disease. Curr Oncol Rep. 2024 Feb;26(2):136-146.

Submission Directions

1. Concept submissions must include the components listed below and should be **no more than 5 slides/pages in length**.
 - a. **Executive Summary:** Introductory description/snapshot of the proposed concept(s)
 - b. **Needs Assessment:** Critical gaps/barriers and root causes to be addressed
 - c. **Target Audience(s):** Include primary and secondary learners and anticipated number of total learners
 - d. **Learning Objectives:** Clearly defined, measurable, and attainable learning objectives that address the identified gaps
 - e. **Educational Design and Methods:** Brief overview of the activity format(s), length, instructional features, resources, etc. used to achieve the learning objectives
 - f. **Program Evaluation and Outcomes:** Description of measures used to assess achievement of each learning objective and approach to evaluate the quality of the activity; describe methods used for determining the overall impact of the educational program
 - g. **Provider/Partner Experience:** Description of your organization's experience in the therapeutic area and/or the educational design included in your concept, including a summary of relevant activities developed and implemented
 - h. **Budget:** Proposed total activity budget requested, and identify other potential funding sources, if any.



Submit your concept via email to abbviegrants@abbvie.com. In the subject line, you must reference **ONC/CLL-CFC-2025-Submitting Org Name**. PPT or PDF files are acceptable attachments.

1. If you have questions or require assistance, please contact: **AbbVie Independent Education Department** via email at abbviegrants@abbvie.com.

IMPORTANT: Concepts submitted in response to this CFC after the due date will not be reviewed by the AbbVie Independent Education Department and will be automatically declined. In addition, concepts must include the required information outlined in the Submission Directions. Failure to provide this information may result in a decline.

Decision Process and Notification

Once AbbVie has reviewed the proposed concepts, the submitting organization will be notified via email. AbbVie may or may not request live or virtual presentations of the concepts under consideration. The grant management system will be open for selected concepts to move forward with formal grant applications in alignment with existing grant application procedures. Please do not consider any request approved until an email notification is received from AbbVie stating that the grant request is approved.

Background

AbbVie is committed to supporting independent, high-quality evidence-based education with the most up-to-date information on current, new, and emerging therapies. This helps to expand knowledge, competence, and performance to improve quality of care for patients and support the elimination of health care disparities in underserved patient populations.

Eligibility Criteria

Grant applicants must be US-based, registered in AbbVie's Grant Management System at grants.abbvie.com with no outstanding reconciliations and authorized to provide accredited CME/CE by an official accrediting agency (e.g. ACCME, AOA, AAFP, AMA, ADA CERP, ANCC, ACPE, etc.).

Transparency

AbbVie and the AbbVie grant review and approval process complies with applicable laws, regulations, recommendations and guidance, including, without limitation: guidance from the



Department of Health & Human Services Office of Inspector General (OIG), Pharmaceutical Research and Manufacturers of America (PhRMA), Advanced Medical Technology Association (AdvaMed), the Accreditation Council for Continuing Medical Education (ACCME), “National Physician Payment Transparency Program: OPEN PAYMENTS” (commonly known as the “Sunshine Act”), and internal AbbVie policies and procedures.

AbbVie, at its sole discretion, may disclose the details of funded independent medical education activities, including as may be required by federal, state, and/or local laws and regulations. This disclosure may include, but shall not be limited to, details of the activity and the grant amount.

Terms and Conditions

AbbVie reserves the right to cancel, in part or in its entirety, this CFC. AbbVie is not responsible for any costs associated with this CFC submission.