

MNI Activity Report Q4 2023

(September-December 2024)

Brussels, 29 January 2024

Topic	Objective	Update on recent developments and next steps
MNI Governance	General and admin updates	<p>Executive</p> <ul style="list-style-type: none"> • The Executive Committee met in Vienna, on 27th November for the entire day • It was the first meeting for Martin Halbreit, now representing Nestlé Health Science in MNI Membership • Anna Mallol temporarily represented Fresenius Kabi as Jos Simons could not attend the meeting and Maris Zvingelis attended on behalf of Rodrigo Ferreira, from Abbott. • During the meeting, the Executive adopted the following: <ul style="list-style-type: none"> ○ Decision to resubmit the MNI draft Manifesto to the Experts/WG for a last check and seek endorsement of stakeholders MNI supported financially in 2023, as a start ○ the 2024 budget, work programme and 2023 financial reports ○ the communication plan ○ the new MNI website, with some adjustment to be made ○ the PCE latest project proposal on dissemination of their Nutrition and pancreatic cancer communication tools ○ staff change (see below) <p>The 2024 work programme, and Communication plan are posted on the MNI Intranet.</p> <p>Staff</p> <ul style="list-style-type: none"> • MNI has been sub-contracting part of its activities to an Association Management Company, Dentons Global Advisors (DGA) who supports MNI with association management, public affairs and communications. After some differences of view expressed by DGA following the ESPEN congress, MNI and DGA agreed to put an end to their service contract, effective as of the end of February 2024. The Executive approved the suggestion made by Catherine Hartmann to hire independent consultants rather than contracting another AMC to replace DGA. <p>Finances</p> <ul style="list-style-type: none"> • The end-of-year financial status is positive with costs and income is in line with forecasts.

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		<p>Membership</p> <ul style="list-style-type: none"> The 2024 membership and projects dues invoices have been sent to company members of MNI, after consulting them to obtain a PO number (except for one from whom we are awaiting a PO number). Companies were also asked to sign a membership agreement.
ESPEN	Continue trust & ensure a good and sustainable relationship with ESPEN	<p>2024 Grant Deadline is April 30th The dissemination plan is ongoing with posts on social media, ad-hoc articles and tailored messages to members, national industry and stakeholders. ESPEN proposed to award the 2024 MNI Grant during the opening ceremony of the ESPEN Congress 2024 with a dedicated session and MNI agreed.</p> <p>ESPEN congress in Milan – 7-10 September ESPEN and MNI agreed not to hold a joint session this year during the Congress. ESPEN will use that slot to probably hold a session with WHO. Instead, a joint online webinar is under discussion: topics and timing to be defined.</p> <p>ESPEN Guidelines and App update</p>

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Relationship with stakeholders	Build a nutritional care community & promote disease-related malnutrition screening and nutritional care strategies through the nutritional care community	<p>ENHA</p> <ul style="list-style-type: none"> MNI Executive Director & President held an online meeting with ENHA President & Secretary General, to discuss potential cooperation in 2024. It was agreed that MNI would share its Manifesto and 2024 work plan with ENHA who would review and then comment and/or highlight activities they would like to contribute to. ENHA added that they would submit a project proposal to MNI for 2024 that would meet MNI’s criteria of selection, after the one submitted in August was not approved by the Executive <p>ESSD</p> <ul style="list-style-type: none"> MNI is expecting the results of the ESSD project on “Targeted Education to Address Malnutrition and Swallowing disorders (TEAMS)” survey to HCP and medical students in 2024 Q1. <p>PCE – Pancreatic Cancer Europe</p> <ul style="list-style-type: none"> The PCE project proposal which is on the national dissemination of their project on raising awareness on nutrition for people with pancreatic cancer was re-submitted in November and approved by the Executive that same month (more details on the MNI Intranet). <p>All.Can</p> <ul style="list-style-type: none"> MNI attended All.Can’s meetings on 14th November: presentation of its plans for 2024 (slide deck available in the MNI Intranet here) and a Roundtable presentation on its European Beating Cancer Plan implementation efficiency metrics “The path towards efficient cancer care: Global challenges, local solutions”. In addition to good networking, these two meetings allowed MNI Executive Director to witness the success of the work All.Can leads and implements, and therefore, recommends to the Executive to continue financially supporting All.Can, when they seek an extension of funds. The All.Can’s “heat map” which includes some data on medical nutrition for cancer patients was presented to the Executive at the November Executive Committee Meeting and impressed all. <p>ESMO</p> <ul style="list-style-type: none"> The -Guidebook on Nutrition and Cancer was distributed at the ESMO congress free of charge for attendees, including for non-members; MNI sponsored its distribution both on-site and online. All the printed copies were

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		<p>distributed by Sunday PM. Following this, the digital version on the virtual congress platform (VCP) was referred to by ESMO staff at the booth counter, when delegates requested a copy.</p> <ul style="list-style-type: none"> The digital version was downloaded 199 times during the time the VCP was available, with the highest number during the congress days (note that a large majority, 83% of the delegates, attended the congress live and not online only) <p>ESNO</p> <ul style="list-style-type: none"> ESNO initiated its work on the survey to assess the educational needs of specialist nurses on nutritional care and keeps the MNI Secretariat regularly updated on the advancement of their work. <p>ECO</p> <ul style="list-style-type: none"> Catherine Hartmann attended the very well organised and packed annual ECO Summit in Brussels, in November. This allowed her to learn more about the present status of cancer policies development – nutritional care was mentioned by cancer patients and Pancreas Cancer Europe (PCE) speakers. The Summit was also an opportunity to network with like-minded organisations representatives, hence contributing to raising the MNI profile.
<p>Public Affairs / PAWG</p>	<p>Position Medical Nutrition and Disease-related Malnutrition higher on the health policy agenda</p>	<p>Pharmaceutical legislation revision</p> <ul style="list-style-type: none"> MNI Secretariat reported on the proposed changes through its EU monitoring newsletter and to the Executive Committee. Currently the legislation is being discussed by the European Parliament, a vote by the ENVI (health) committee of the European Parliament on the legislation is planned on the 10th of March. Should this vote pass, the entire European Parliament will need to approve it in the plenary session in April. Currently the main barriers to reaching an agreement in the European Parliament are the regulatory data protection, Bolar example, and the access (launch) conditionality. <p>EU Mental Health strategy</p> <ul style="list-style-type: none"> The European Parliament adopted its own initiative report on mental health. No mentioning on nutrition within the report.

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		<p>Non-communicable diseases (NCDs)</p> <ul style="list-style-type: none"> MNI Secretariat with the support of DGA sent draft amendments to key MEPs developing an own initiative report on NCDs. The European Parliament adopted their own initiative report, however, did not include the amendments proposed by MNI. (Medical) nutrition and food in general were not mentioned in the document. Due to the broad nature and text of the document it remains unsure what the next (practical) steps of the document will be. <p>2024 EU elections manifesto</p> <ul style="list-style-type: none"> MNI Secretariat with the support of DGA has finalised the MNI EU Manifesto, including the choice of a design. It was approved by the Exec at its November meeting with just small linguistic checks to be made. Next steps: seek endorsement by key like-minded NGOs and medical organisations. <p>EU monitoring</p> <ul style="list-style-type: none"> MNI Secretariat continued to send weekly health/medical nutrition news to its members through its weekly EU newsletter.
MNI Dossier	Raise awareness about the importance of MN through data and evidence	<p>End November the MNI Secretariat circulated a survey to MNI members and national industry groups to seek input prior to initiating the work. The idea was to get feedback on 1) how they have used the dossier and its toolkit so far; and 2) what they would like to see in the future in terms of information and communication material that might be useful to put together arguments vis-a-vis the authorities, administrators, and other relevant stakeholders. The results of the survey were shared during a kick-off meeting with MNI experts in December 2023. Fionna Page – main author of the current MNI Medical Nutrition Dossier and ONS dossier editions – was invited to attend, together with Claire James, also an independent consultant.</p> <p>All agree that there are two main lines to consider for the review:</p> <ul style="list-style-type: none"> Text review / with evidence update of more out of date key messages. Interface / visual part and communication to improve user experience and to disseminate its use further. Tentative timeline: <ul style="list-style-type: none"> Q1/Q2 2024: <ul style="list-style-type: none"> Collection evidence Overview options comms material

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		<ul style="list-style-type: none"> ○ Q2/Q3 2024: <ul style="list-style-type: none"> ▪ Review & Outcome evidence ○ Q4/ 2024 <ul style="list-style-type: none"> ▪ Development comms material ○ Publication in 2025, which might be the perfect deliverable to celebrate the 20th MNI anniversary <p>Next steps:</p> <ul style="list-style-type: none"> ● Create MNI Task Force ● Bid for comms agencies ● Fionna and Claire to prepare a proposal for work which would also include an audit of current content and undertaking literature searches.
FSMPs	Ensure an appropriate Regulatory Environment for Enteral Nutrition	<p>Organic Labelling for FSMPs</p> <ul style="list-style-type: none"> ● Internal survey to respond to technical questions from the European Commission is being finalised. ● We will be in touch with Ecocert if/where the information is not available in house <p>Labelling of FSMPs</p> <ul style="list-style-type: none"> ● It might be confusing when we use the term FOP (Front of Pack) to refer to the various labelling issues the industry is facing. Members agree to refer to it as “FSMPs labelling properties & characteristics” from now on. ● A joint MNI-SNE meeting will take place on 30 January in Brussels. <ul style="list-style-type: none"> ○ The main point would be the organisation of a discussion with the European Commission (EC), as this topic is very likely to go to the European Court of Justice (ECJ) and the EC might be consulted by them. ○ The development of educational material will be discussed too.
Home Parenteral Nutrition	Raise awareness on the benefits of parenteral nutrition in the	<p>HPN discharge pathway recommendations by ESPEN</p> <ul style="list-style-type: none"> ● During a call in November, representatives of the ESPEN HAN & CIF SIG presented a checklist they prepared and agreed on providing for the different steps a patient to be discharge with PN at home shall follow through. The next step is the preparation of a paper for publication to present in detail the various points. MNI highlighted the importance of a clear governance, with a matrix of the process of who is responsible for what and when. MNI will share with ESPEN its view in detail by the end of January.

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	ambulatory sector	<p>HPN White Paper</p> <ul style="list-style-type: none"> • During the last MNI experts' workshop in October, an overall nutritional care approach was discussed, and a position paper is under consideration. HPN should fall under this, together with other activities in the relation to the advocacy of the points mentioned in the MNI Manifesto prepared in view of the European Parliament elections in June 2024. • An editorial calendar to consider opportunities during the year to raise the voice around equal access to HPN, for inclusion in the general MNI comms calendar.
HEOR / Market Access	Ensure that decision-makers and payers are aware of medical nutrition interventions, economic value and provide rapid and sustained access to all appropriate patients who would benefit from these interventions, when and where they need it	<p>Oncology Health-Economic Model</p> <ul style="list-style-type: none"> • The HEOR abstract was finalised by the MAWG members and approved by the Executive Committee during their November meeting in Vienna <ul style="list-style-type: none"> ○ A communications plan was developed: From mid-January, communications will be disseminated through social media channels, database mailing, and the website to raise awareness and to promote the work and results of the project to MNI's direct community and partners. <p>Next steps include:</p> <ul style="list-style-type: none"> • Determining if there is a policy ask following policy meetings with ECO/All.Can in January 2024 to discuss improvements to the model. • Consider developing timely key messaging per target audience (e.g., payers, decision-makers, NIGs, cancer organisations, patient groups) and control the narrative on the added-value of medical nutrition in oncology patients in an out-of-hospital setting.

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Communication	Raise MNI profile. Position malnutrition as a public health issue. Educate on the role of medical nutrition in disease management.	<p>Website revamp</p> <ul style="list-style-type: none"> MNI revamped website was launched in November, with new pages and sections and an improved intranet The Secretariat is continuously improving/updating it <p>MNI News / Publications / Webpages</p> <p>News added to the MNI website and shared with Members included:</p> <ul style="list-style-type: none"> MNI endorses the ECO Manifesto MNI promoting the Malnutrition week MNI is recruiting Creation of the “Food for Thoughts” to spotlight MNI leadership and assert expertise on key files, a monthly opinion piece: to be drafted by MNI leaders, experts and staff and posted on LinkedIn every month – first one was published before the December break “A look at 2024” authored by Catherine Hartmann MNI developed a stand-alone communication plan for the launch of the HEOR Oncology Model as well as for the launch of MNI’s Manifesto. <ul style="list-style-type: none"> MNI adopted its communication plan, further to discussions with the Experts (October 2023) and the Exec (November 2023) – see here. <p>Twitter – November data</p> <table border="1" data-bbox="618 1042 1904 1235"> <thead> <tr> <th></th> <th>Nov 22</th> <th>Feb 23</th> <th>April 23</th> <th>June 23</th> <th>Sept 23</th> <th>Nov 23</th> <th>Increase</th> </tr> </thead> <tbody> <tr> <td>Followers</td> <td>890</td> <td>922</td> <td>946</td> <td>953</td> <td>959</td> <td>980</td> <td>+10,11%</td> </tr> <tr> <td>Impresssions</td> <td></td> <td>6857 (since November)</td> <td>10 106 (since February)</td> <td>12 262 (total)</td> <td>14 309 (total)</td> <td>17633 (total)</td> <td>+157,15%</td> </tr> </tbody> </table> <p>LinkedIn</p>		Nov 22	Feb 23	April 23	June 23	Sept 23	Nov 23	Increase	Followers	890	922	946	953	959	980	+10,11%	Impresssions		6857 (since November)	10 106 (since February)	12 262 (total)	14 309 (total)	17633 (total)	+157,15%
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				Nov 22	Feb 23	April 23	June 23	Sept 23	Nov 23	Increase Nov 22 Nov 23	
		Followers	443	544	645	718	746	881	+98,87%		
		Highest reactions to a post (likes)	46	77	60	142 (European cancer week post)	36 (HPN White paper)	167 (malnutrition awareness week)	+263,04%		
		Impressions		High impressions (averaging 650-1500)	Highest 2172	Highest 3197	Highest 7935		+126,71%		
Next meetings		<ul style="list-style-type: none"> • 14 March 2024, Amsterdam (TBC) – MNI Executive Committee/GA • 22/23 April 2024, venue to be confirmed – MNI experts’ workshop 									