

**MNI activity report
January-February 2020**

9 March 2020

Topic	Objective	Update on recent developments and next steps
ONCA	<ul style="list-style-type: none"> Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA) 	<p>Policy event in European Parliament on 7 May The event in European Parliament is confirmed from 10:30 to 12:30. The theme and the agenda still need to be agreed with the ENHA members. MNI has explicitly asked for a focus on the EU Beating Cancer Plan.</p> <p>ENHA/ONCA leadership Job description for FdM replacement is being reviewed by ENHA Trustees. MNI (not an ENHA Trustee) asked to be involved in the recruitment of ENHA’s future Executive Director. Léa Coulet to follow up with Olle Ljungqvist.</p> <p>November conference in Copenhagen The Danish NIG has accepted MNI offer for a workshop to prepare for the conference and ensure industry is able to contribute meaningfully to the event, in line with pre-defined PEN/NIG common agenda. Date to be confirmed by Danish NIG.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> 23 March: ONCA core team web-meeting 7 May: ENHA-EPF event in the European Parliament 23-24 Nov 2020: ONCA conference in Copenhagen - Denmark
Cooperation with patient	<ul style="list-style-type: none"> Leverage patients voice on nutrition 	<p>EPF No relevant developments to report .</p>

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groups and other stakeholders		<p>European Cancer Patient Coalition MNI and ECPC are still discussing cooperation in the context of the EU Beating Cancer Plan. Cooperation with the ECPC on the literature review still to be confirmed.</p>
Regulatory affairs	<ul style="list-style-type: none"> Ensure an appropriate Regulatory Environment for Enteral Medical Nutrition 	<p>Organic claims for FSMPs 1st version of risk assessment presented to the MNI Executive Committee on 28 February. MNI RAWG will finalise the risk assessment with new intelligence and report back to the Executive Committee for a final go/no go.</p> <p>Global-Ex EU No relevant information to report at this stage.</p> <p>Call for WG Chair Call for applications for the position of Chair, 17 March deadline.</p> <p>ISDI Board MNI secretariat confirmed Xavier Lavigne as MNI nominee for ISDI Board on time for ISDI GA on 11 March.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> 11 March: Nomination of MNI representative in ISDI Board expected. 24 March: WG to identify a WG Chair during MNI virtual workshop By end March : RAWG member to confirm risk assessment
Market Access	<ul style="list-style-type: none"> Ensure that decision-makers and payers are aware of medical nutrition interventions' 	<p>MAWG first conference call held on 27 February</p> <p>Literature review on cancer-related malnutrition – 5 March kick start</p> <ul style="list-style-type: none"> MNI contracted a London-based agency recommended by Baxter to run the lit. rev.

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	<p>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>	<ul style="list-style-type: none"> • Cooperation with key stakeholders: <ul style="list-style-type: none"> ○ KOL Professor Alessandro Laviano agreed to contribute to the research protocol. ○ ECPC was also invited to contribute to research protocol – confirmation pending. • Medical affairs colleagues and other MNI WG members with an interest in the lit. rev. will be involved to bring their expertise. <p><u>Time line:</u></p> <ul style="list-style-type: none"> • 15 April: Provisional key findings including value claims with supporting evidence • 1st May: Outline of the value story with set of evidence-based value messages • 26 June: Final report/dossier delivery <p>Call for WG Chair Call for applications for the position of Chair, 17 March deadline.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Confirm ECPC involvement • 24 March: WG Workshop to identify a WG Chair during MNI virtual workshop + agenda on the Planned Activities for 2020 • Review and sign off the SLR research protocol – by 18 March
<p>Communication</p>	<ul style="list-style-type: none"> • Raise MNI profile • Position malnutrition as a public health issue 	<p>Digital marketing services Contract signed with MCI for search engine optimisation (SEO) and digital marketing strategy for MNI website optimisation and improvement of social media outreach.</p> <p><u>Next steps:</u></p>

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	<ul style="list-style-type: none"> Educate on the role of medical nutrition in disease management 	<ul style="list-style-type: none"> Finalise infographic on malnutrition (Q1) SEO audit (Q1) Setting up of digital marketing tools (Q1-Q2) Media relations: List of selected media & journalists of relevance to MNI (Q1)
Relationship with ESPEN	<ul style="list-style-type: none"> MNI ESPEN WG s 	<p>ESPEN guidelines – MNI contribution MNI ESPEN WG is currently reviewing the draft guidelines for hospital nutrition and nephrology. MNI secretariat will submit the compiled comments in March. MNI will be represented by Pilar Garcia Lorda or Meike Engfer at the ESPEN guidelines consensus meeting on 29 April in Frankfurt (if physical meeting maintained).</p> <p>ESPEN guideline app project 6 gastroenterologists have tested the IBD guideline app. The feedback is overall positive: the app helps to have easy access to guideline & navigation is easy. However a number of areas of improvements have been identified, including the text of the guideline itself, the readability of the app & the search tool. MNI will share the findings with ESPEN Stephan Bischoff on 9 March and will confirm need to address areas of improvements meaningfully and to meet KPIs after app launch, in order to secure MNI funding.</p> <p>ESPEN congress points attribution system abandoned. MNI sent a letter thanking ESPEN and MCI for their decision.</p> <p>NEMS (Nutrition Education for Medical Students) Financial support of 15K€ confirmed to Cristina Cuerda and Maurizio Muscaritoli. MNI to re-assess if additional budget can be liberated to support the NEMS project in 2nd half of 2020, based on underspending of other projects. <u>Next steps:</u> ESPEN to confirm 2020 action plan</p>

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		<p>ESPEN-ONCA-MNI Joint session: No relevant development to report. Call with ESPEN and ENHA to agree on the programme to take place in March.</p>
PN	Raise awareness on benefits of parenteral nutrition in the ambulatory sector	<p>Video animation Animation storyboard (artwork and text) revised. Awaiting for first animated version.</p> <p>HPN Discharge Protocol The ESPEN HAN working group proposed to convert the HPN guidelines into clinical practice and to create 4 clinical cases for each patient type as in the new guidelines. However, MNI interest would be the development of a discharge protocol, not clinical cases. Furthermore, there is not (yet) support from ESPEN Board on the project.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Finetune 2020 activity plan and working packages (Q1) • Finalise and publish video animation (Q1) • Website's improvements and SEO support (Q2) • Define a relationship management plan with stakeholders (Q1-Q2)
National Industry groups / GROW project	Grow the medical nutrition market in Europe	<p>Poland The NIG is now formally established, with participation of Baxter, Fresenius Kabi, Nutricia and Nestlé. Governance, domain name, and ways of working are finalised. <u>Next steps:</u> Agree on priorities/action plan for 2020.</p> <p>Russia</p> <ul style="list-style-type: none"> • Abbott, Fresenius Kabi, Nestlé and Nutricia to discuss option of joining existing trade association (Eurasian Association for Specialised Nutrition) and run pros'/con's assessment.

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		<ul style="list-style-type: none"> • B.Braun to confirm interest. <p>GROW4: Deadline for GROW submissions on 30 March.</p> <p>NIGs involvement in MNI cancer advocacy programme: The NIGs in Portugal, Poland, Denmark and The Netherlands have confirmed they have submitted a response to the EU consultation on the cancer roadmap.</p> <p><u>Next steps:</u> March/April: MNI plans to run a webinar to explain to NIGs how they can contribute to the EU cancer Plan.</p>
Code of Conduct	<ul style="list-style-type: none"> • Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders 	<p>The CoC had a call with Clifford Chance with respect to competition law aspects of interactions with medical societies. Clifford Chance advised to take a cautious approach in relation to measures that could have an impact on the individual marketing activities by MNI members, although there are doubts as to whether such measures would have an appreciable effect on the market.</p> <p>The CoC WG is reviewing comments submitted by the European Patients Forum.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Legal review of final draft by Clifford Chance, before publication • MNI companies to plan for the implementation of the code. • CoC WG to be discontinued once the code is published.
Public Affairs		MNI Cancer Advocacy Programme – great progress so far

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		<ul style="list-style-type: none"> • Press release (joined with SNE) welcoming the EU Commission’s initiative ‘Beating Cancer Plan’ • Cancer infographic published and disseminated on World Cancer Day (4 February) and handed over in person by Léa Coulet to EU Commissioner for health – Stella Kyriakides. • MNI delegation participation in the EU Commission event at the EU Parliament on 4 Feb. • Outreach to members of EU Parliament ongoing : meetings with 5 MEPs so far, more meetings confirmed in March/April/May (depending on access to EP due to coronavirus epidemic measures). • Meeting with European Commission - DG Santé unit responsible for the cancer strategy on 25 February: nutritional care is not a priority, but can be distilled horizontally through QoL, training of HCPs, etc. Recommendation to liaise with MoH to create a national push for the topic. • Event in European Parliament secured on 7 May – organised by ENHA/EPF • Joint MNI/SNE response to the open consultation on 2 March. 4 NIGs contributed: Portugal, Denmark, The Netherlands, and Poland. • All key messages on cancer available today are available directly on MNI homepage. • Support to EONS education project confirmed up to 23K€. Details still to be finalised. MNI will send a call for topic leader. <p><u>Next steps in Q1:</u></p> <ul style="list-style-type: none"> • Contribution to second consultation on EU Beating Cancer Plan • Accelerate outreach programme to educate more MEPs on cancer-related malnutrition • Mobilise NIGs to advocate for nutritional care of cancer patients at national level

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		<p><u>Next steps in Q2</u></p> <ul style="list-style-type: none"> • Leverage the findings of the literature review • Keep pushing for meeting with Health Commissioner • Proposal to organise a webinar to inform the NIGs on the EU Commission’s plans (process, timeline, etc) and how NIGs can contribute • Review draft report by MEP Istvan Ujhely on ‘European minimum healthcare service’ and assess the possibility of including nutritional screening/DRM
ENFit		<ul style="list-style-type: none"> • Awaiting confirmation that GEDSA can take the lead on the promotion of the ISO/CEN 20695 standard, and develop related materials for roll out in Northern America, Latin America, and China/Japan. • Europe will be covered by MNI companies. • MNI secretariat will not support the project anymore.
News from the MNI secretariat		<p>MNI Q1 workshop 24 March – virtual meeting The workshop will take place virtually in light of coronavirus epidemic.</p> <p>MNI Working groups – call for WG Chairs</p> <ul style="list-style-type: none"> • Many ‘historic’ and important contributors have left the MNI recently (Manfred Ruthsatz, Estrella Bengio, Catherine Fish, Ericka Pestana), and are being replaced by new colleagues. We thank former colleagues for their great support until now and warmly welcome new colleagues in the MNI family. • Call for Chairs for the Market Access WG and the Regulatory Affairs WG – 17 March deadline for applications. <p>Important dates in 2020:</p> <ul style="list-style-type: none"> • 28 April: GA and Executive Committee meeting – Maidenhead/UK • 7 May: ONCA/EPF event in the European Parliament

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		<ul style="list-style-type: none"> • 25 June: Executive Committee meeting – Brussels - tbc • 22 September: Executive Committee meeting – ESPEN – Lyon/France • 23-24 November: ONCA conference (exact date tbc) • 27 November: Executive Committee teleconference – Maidenhead