

**MNI Activity Report Q2**  
*(March – May 2022)*

Final, 9 June 2022

<b>Topic / Working Group</b>	<b>Objective</b>	<b>Update on recent developments and next steps</b>
<b>MNI Strategy</b>	Develop an MNI Strategy	<p><b>Development of an MNI Strategy</b></p> <ul style="list-style-type: none"> <li>• The Executive Committee agreed to develop a strategy for the next 3-5 years.</li> <li>• To do that a Task Force will be formed with full involvement of the MNI Executive Committee.</li> <li>• An external mediator will be appointed to help with the process. The aim is to have completed it by the end of 2022.</li> <li>• Members, NIGs, sister organisations and WG members will be interviewed/consulted.</li> </ul>
<b>Code of Conduct</b>	Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders	<p><b>MNI Code of Conduct</b></p> <ul style="list-style-type: none"> <li>• In April MNI published its first Code of Conduct.</li> <li>• The Code reflects existing good practice in the food, nutrition, pharmaceutical and general care, and will be reviewed every year so as to assess its actual validity and adequacy to current practice.</li> <li>• The Code sets minimum standards for MNI and its Members, to help avoid potential conflicts of interest, healthcare fraud and abuse as well as corrupt or other illegal activities and support ethical and transparent interactions with the Healthcare Community.</li> <li>• It covers, inter alia the following topics: <ul style="list-style-type: none"> <li>○ Applicable laws, Codes and Principles of Healthcare Compliance</li> <li>○ MNI relations with Patients, Patient Organisations and Multi-Stakeholder Organisations</li> <li>○ MNI interactions with Healthcare Professionals and Healthcare Organisations Interactions</li> </ul> </li> <li>• The Code of Conduct is available on MNI Website <a href="#">here</a>.</li> <li>• It will be reviewed at the end of the year to assess its use and address any potential hick-ups.</li> </ul>

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<b>Relationship with ESPEN / ESPEN WG</b>	Continue trust & ensure a good and sustainable relationship with ESPEN	<p><b>Guidelines</b></p> <ul style="list-style-type: none"> <li>• ESPEN Guideline on Inflammatory Bowel Disease (IBD, update): MNI participated by providing comments to the Delphi review round, as well as to the consensus meeting as observer.</li> <li>• Lay versions: there were no further developments from the European Patient Forum – EPF – who is working with ESPEN into converting 2 ESPEN guidelines (Inflammatory Bowel Disease, IBD, and Liver ones) into lay versions.</li> </ul> <p><b>Joint Session</b></p> <ul style="list-style-type: none"> <li>• After ENHA announced that it would not seek funding from MNI this year, when MNI asked ENHA to submit project grant applications rather than operating grants, ENHA will not take part in the ESPEN/MNI/ENHA joint session usually held at ESPEN congress. ESPEN has the opportunity to organise an exceptional session dedicated to clinical nutrition as a human right involving international nutrition societies and proposed to use the joint session slot for this important event; this was supported by MNI. MNI was informed by ESPEN that there is the intention to organise a joint session as usual in 2023.</li> </ul> <p><b>MNI Grant</b></p> <ul style="list-style-type: none"> <li>• 2022 edition: MNI has received a total of 10 compliant applications. The ESPEN WG is currently reviewing the applications and will discuss the potential winner with ESPEN representative, Cristina Cuerda, to be recommended to the MNI and ESPEN Executives for approval. The winner will be announced during the ESPEN Congress (slot to be confirmed).</li> <li>• During a webinar organised on 31 May by the previous 2018 MNI Grant winner – a team around Miguel Leon Sanz supported by SENPE, with the project to develop a cost-economic tool that would calculate the economic impact of disease-related malnutrition. They provided an overview to the ESPEN WG and Market Access WG on the developed tool. SENPE will inform the MNI Secretariat when the tool will be officially launched, after testing it into two hospitals. A manuscript in English is planned to be written. They will also take into consideration the idea of submitting it to ISPOR for presentation during the congress.</li> </ul>

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<b>Relationship with ENHA/ONCA</b>	Promote screening and nutritional care strategies through the nutritional care community affiliated to ENHA	<p><b>MNI-ENHA cooperation</b></p> <ul style="list-style-type: none"> <li>• MNI sent a letter to ENHA Board to reiterate the main points for future funding:               <ul style="list-style-type: none"> <li>○ MNI does not provide operating grants anymore to ENHA</li> <li>○ MNI welcomes initiatives and projects which have a European dimension – and not national - and are in line with MNI priorities</li> <li>○ The projects are clearly presented together with a detailed budget/costs</li> </ul> </li> <li>• There was no written reply so far to the MNI letter.</li> <li>• MNI Executive Director held talks with ENHA Director, but little progress made so far as ENHA keeps stating that requesting a detailed project plan and budget equals to industry control over ENHA, despite MNI clarifications that compliant rules, for transparency reasons, abide industry and stakeholders to clearly indicate which projects are funded. This is the same approach for all stakeholders’ projects funded by MNI.</li> </ul> <p><b>16-17 May 2022: ONCA Conference in Copenhagen</b></p> <ul style="list-style-type: none"> <li>• <u>Programme</u></li> <li>• Despite the MNI Secretariat was not invited, company members could attend the conference. There were approximately 200 participants, mainly from Nordic countries.</li> <li>• Highlights of the opening session:               <ul style="list-style-type: none"> <li>○ Importance of teaching nutrition in medical schools (Rocco Barazzoni).</li> <li>○ Importance to raise awareness on nutritional care to various actors and healthcare professionals: the sector is mature and there is a lot of evidence available (Rocco Barazzoni).</li> <li>○ Paradox malnutrition/obesity (Olle in replying to MEP Pernille Weiss on the importance of addressing obesity).</li> <li>○ Vital to work on local network to advocate on nutrition policies (MEP Pernille Weiss).</li> <li>○ Provide strong arguments on health economic data (MEP Pernille Weiss).</li> <li>○ Advocating for clinical nutrition as human right (Rocco Barazzoni).</li> </ul> </li> <li>• During the ONCA Conference two MNI representatives held discussions with ENHA representatives. A written report with key recommendations was provided to the Executive which will discuss it at their June Executive Committee Meeting. The recommendations</li> </ul>

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		<p>include the need to normalise the relations between ENHA and MNI as the 2 representatives felt that otherwise relationships with other stakeholders may be negatively affected.</p> <ul style="list-style-type: none"> <li>• The two MNI representatives felt that the ONCA Conference was a very correct and effective coming together of doctors, nutritionists, policy makers, politicians and patients. The sessions totally reflected the objectives that are closely aligned to MNI interests.</li> </ul> <p><b>Integrated nutrition in cancer care</b>  During the European Commission Health Policy Platform Annual Meeting – held on 5 May 2022 – ENHA introduced the thematic network on “Integrated nutrition in cancer care”. Highlights:</p> <ul style="list-style-type: none"> <li>• Joost Wesseling presented a <a href="#">Joint Statement “Patient-Centred Care in Cancer is Incomplete without Nutrition”</a></li> <li>• Nicole Erickson indicated the importance of multi-disciplinary teams, including a nutrition specialist, which is an exception at the moment</li> <li>• Erin Sullivan highlighted the fact that providing nutritional care has proven to be associated with reduced readmission and decreased infection rate.</li> <li>• The Commission Europe’s Beating Cancer Plan does not highlight the importance of nutrition in people living with cancer, only as a prevention element.</li> <li>• Nutrition underestimated in the education of nurses.</li> <li>• <a href="#">Presentation</a></li> </ul>
<b>Other stakeholders</b>	Build a nutritional care community	<p><b>EUGMS</b></p> <ul style="list-style-type: none"> <li>• MNI has been approached by EuGMS to fund a pilot project which brings not only the medical people but the industry, social, cultural and political representatives together at a 1.5 days event in Rome.</li> <li>• The ultimate goal of this project is to acknowledge geriatrics as a speciality and have nutrition a part of this.</li> <li>• The MNI members involved has come to the conclusion that the project is of interest and will allow MNI to strengthen its relationship with EuGMS who confirmed that nutrition is in the programme.</li> <li>• The project will take place on the 7-8 June in Rome, Italy.</li> </ul>

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		<ul style="list-style-type: none"> <li>All details about the budget have already been provided to MNI</li> <li>The total support from MNI for this project is 20.000 Euros, which was approved by the MNI Executive Committee.</li> </ul>
<b>Public Affairs / PAWG</b>	Position Medical Nutrition and Disease-related Malnutrition higher on the health policy agenda	<p><b>EU Non-Communicable Diseases Initiative</b></p> <ul style="list-style-type: none"> <li>The European Commission has recently launched an EU Non-Communicable Diseases (NCDs) initiative - Healthier Together – to support EU countries in reducing the burden of NCDs, focusing on 5 key areas: <ul style="list-style-type: none"> <li>cardiovascular diseases</li> <li>diabetes</li> <li>chronic respiratory diseases</li> <li>mental health and neurological disorders</li> <li>health determinants (as horizontal strand)</li> </ul> </li> <li>Specific objectives and actions will be developed collaboratively until mid-2022.</li> <li>Priorities, actions and synergies with policy areas relevant to the reduction of NCDs burden are being discussed with EU countries and stakeholders and will be presented on 22 June.</li> <li>MNI provided its feedback to the initiative and will continue to engage with the European Commission to ensure nutritional care is taken into consideration in the initiative.</li> </ul> <p><b>Cancer-related Complications and Comorbidities (CrCC) Initiative</b></p> <ul style="list-style-type: none"> <li>MNI recently contributed to two exercises: <ul style="list-style-type: none"> <li>Advocacy/ Implementation of the Roadmap of the Europe’s Beating Cancer Plan: feedback on the Plan’s actions was provided to work on next steps.</li> <li>A survey to cancer patients: questions are being collected on the different subjects and including from MNI on nutritional care, malnutrition, medical nutrition.</li> </ul> </li> <li>Furthermore, ECPC has circulated an infographic, for final comments, providing for an overview of the different complications and comorbidities - including on cancer-related malnutrition, nutritional support in cancer care and also in relation to ageing.</li> </ul>

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		<p><b>Health Indicators</b></p> <ul style="list-style-type: none"> <li>• Weber Shandwick is currently undertaking the feasibility study to explore the pre-existing data, context, scenarios and overall chances of achieving having clinical nutrition indicators in the Health at a Glance report.</li> <li>• It is expected to have the results of the feasibility study before the summer.</li> <li>• The MAWG was also fully involved and provided feedback to the brainstorming and discussion with Weber Shandwick.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Reflect on monitoring and horizon scanning for MNI to better engage on EU initiatives that may impact the sector.</li> </ul>
<p><b>Regulatory Affairs / RAWG</b></p>	<p>Ensure an appropriate Regulatory Environment for Enteral Nutrition</p>	<p><b>Repetition on Front of Pack of FSMPs</b></p> <ul style="list-style-type: none"> <li>• Member States (MSs) have agreed with the European Commission that they would decide on a case-by-case approach.</li> <li>• MNI &amp; SNE agreed to create a Task Force to develop guidelines to ensure the “case-by-case approach” is narrowed down to few peculiar cases.</li> </ul> <p><b>Organic labelling for FSMPs</b></p> <ul style="list-style-type: none"> <li>• Ecocert is developing a global report and recommendations including: <ul style="list-style-type: none"> <li>○ Ingredients assessment (to assess the EU organic compliance of ingredients/additives used in FSMPs)</li> <li>○ Market trend review (to identify trends in demand for organic food products in the EU amongst different demographic consumer groups)</li> <li>○ Organic regulatory overview for FSMPs outside Europe (to provide a regulatory overview of FSMPs current organic context in USA, Australia and New Zealand)</li> </ul> </li> </ul> <p><b>FAQs / definitions on medical nutrition / FSMPs</b></p> <ul style="list-style-type: none"> <li>• With the contribution of the ESPEN WG, Communication WG, and PAWG, the RAWG finalised an FAQ document to support MNI, its members, national industry groups and sisters’ industry</li> </ul>

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		<p>organisations and to provide for <b>consistent definitions</b> in relation to malnutrition, medical nutrition and medical nutrition products, including Food for Special Medical Purposes (FSMPs). This document is not intended to be published on MNI website or by its affiliates or to be disseminated any further.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Organise MNI-SNE FOP TF calls</li> <li>• Finalise a document to differentiate FSMPs vs General / Fortified Foods.</li> <li>• Finalise a document on “x ways to to recognize an FSMP”.</li> <li>• FAQs on FSMPs: publication on MNI Intranet and dissemination to members and NIGs.</li> </ul>
<b>Home Parenteral Nutrition / HPN WG</b>	Raise awareness on the benefits of parenteral nutrition in the ambulatory sector	<p><b>HPN Access Mapping – White Paper</b></p> <ul style="list-style-type: none"> <li>• Members reviewed the briefing to the agency t and the key messages.</li> </ul> <p><b>Funding to Pancreatic Cancer Europe (PCE)</b></p> <ul style="list-style-type: none"> <li>• Members agreed to fund PCE on a project on nutrition and pancreatic cancer, including:               <ul style="list-style-type: none"> <li>○ Having a social media campaign to raise awareness on pancreatic cancer and medical nutrition, developing information materials,</li> <li>○ Educational support to patient organisations on nutrition and pancreatic cancer: Development and drafting of a infographic on early nutrition treatment for pancreatic cancer patients, based on the results of a focus group on home parenteral nutrition</li> <li>○ Having a specific focus group on parental nutrition</li> </ul> </li> <li>• The total investment for MNI for this project is 10.000 Euros, which was approved by the Executive Committee.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Finalise contract with agency to develop the White Paper on Access Mapping.</li> <li>• Organise a call with ESPEN to finalise the contract and funding on the HPN discharge operational instructions.</li> </ul>

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<b>Market Access Working Group</b>	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><b>Oncology Health-Economic Model</b></p> <ul style="list-style-type: none"> <li>• The WG is working on a brief proposal for the health-economic model in oncology project.</li> <li>• WG members will draft an algorithm for the analysis of the project and build a diagram indicating which modalities of nutrition will be included in this project.</li> </ul> <p><b>Market access challenging in Portugal</b></p> <ul style="list-style-type: none"> <li>• The Market Access WG is in touch with the new Chairman of ANID Medical Nutrition Expert Committee, Mafalda Quelhas, to organize a call on the challenges that they are facing in the Portugal NIG for the WG to share their expertise and come up with a plan to assist them to overcome their preexisting challenges.</li> </ul> <p><b>Health Indicators project PAWG</b></p> <ul style="list-style-type: none"> <li>• Once the feasibility study is concluded, the WG may be requested to contribute with its view as in the initial phase.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Select agency for oncology health-economic model, once key parameters are set up.</li> <li>• Set up a call with ANID, Portugal.</li> </ul>
<b>National Industry Groups / GROW WG</b>	Grow the medical nutrition market in Europe	<p><b>Relationships with the NIGs</b></p> <ul style="list-style-type: none"> <li>• MNI Executive Director is visiting different countries to meet with the local national industry groups. <ul style="list-style-type: none"> <li>○ Visited: Italy</li> <li>○ Planned: UK; The Netherlands; France; Spain; Czech Republic and Denmark, so far</li> </ul> </li> <li>• Objective: to introduce each other and have an exchange on priorities, perception about MNI, value for each other, communication flow, on projects – including GROW, the current situation with ENHA and the ONCA campaign, and ideas for the future relationship and agenda topics for the annual meeting.</li> </ul>



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		<p><b>MNI-NIGs Annual Meeting, 5 September 2022 (pm), Vienna - ESPEN Congress</b></p> <ul style="list-style-type: none"> <li>• After a year of break, the MNI-NIGs Annual Meeting will take place on 5<sup>th</sup> of September in Vienna, during the ESPEN Congress.</li> </ul> <p><b>GROW initiative</b></p> <ul style="list-style-type: none"> <li>• In 2021 MNI received no application from NIGs to GROW 5.</li> <li>• The WG has surveyed some countries to understand the reasons, which varied among very much: <ul style="list-style-type: none"> <li>○ Resources are limited and many are needed to prepare for a solid application, without guarantee of a return.</li> <li>○ GROW is an additional work load for local teams.</li> <li>○ Difficult to include MNI funding in annual planning because of unknown outcome early enough.</li> <li>○ MNI is not a federation and there is no legal obligation towards MNI.</li> <li>○ Their membership goes beyond the MNI affiliation and it becomes more difficult to justify the time spent for GROW.</li> <li>○ They might apply if the heads of companies put pressure at national level.</li> </ul> </li> <li>• The WG is now working on the GROW 6 Request for Proposal including as new concept the introduction of a 1-pager as first step submission. This is intended to limit the time spent by the NIGs to prepare the submission. As second step, the short-listed would be asked to submit a full application.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Prepare agenda of the MNI-NIGs Annual Meeting.</li> <li>• Launch of GROW 6</li> </ul>
<b>Communication / Communication WG</b>	<ul style="list-style-type: none"> <li>• Raise MNI profile</li> <li>• Position malnutrition as a public health issue</li> </ul>	<p><b>News updates/ E-blasts:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">EU Initiative on Non-Communicable Diseases</a></li> <li>• <a href="#">Recent developments on front of pack information for FSMPsMNI Code of Conduct</a></li> <li>• <a href="#">MNI is pleased to announce its new Code of Conduct</a></li> </ul>

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	<ul style="list-style-type: none"> <li>Educate on the role of medical nutrition in disease management</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">One Month Left to Submit a Proposal for 2022 MNI Grant</a></li> <li><a href="#">Save the Date MNI- NIGs Annual Meeting</a></li> </ul> <p><b><u>Website analytics (March 2022-May 2022)</u></b></p> <ul style="list-style-type: none"> <li>Website traffic: 4,508 unique users.</li> <li>Average session duration: 1'26".</li> <li>Top 3 pages visited: Homepage; malnutrition in Cancer, Oral Nutritional Supplements</li> <li>Acquisition sources: Direct &amp; Organic search drove most traffic, followed by social and referral.</li> </ul> <p><b><u>Social media analytics (March 2022-May 2022)</u></b></p> <ul style="list-style-type: none"> <li>Social Media Traffic: LinkedIn: 351 followers- 18 new followers from last activity report; Twitter: 835 followers-26 new followers form last activity report</li> <li>EWAC Campaign- Twitter: 4902 impression and 126 engagements, LinkedIn 2746 and 69 reactions</li> <li>Top Tweets: 1. EWAC- Did you know 1in3 Cancer patients are likely to be malnourished, 2. EWAS- MNI encourages nutrition management to be an integral and ethical part of all clinical research involving cancer patients.</li> </ul>
<b>Upcoming MNI appointments</b>	For information	<p><b>Executive Committee meetings</b></p> <ul style="list-style-type: none"> <li>23 June 2022 (online)</li> <li>6 September 2022, Vienna, ESPEN Congress</li> <li>17 November 2022</li> </ul> <p><b>Extraordinary General Assembly</b></p> <ul style="list-style-type: none"> <li>23 June 2022 (online)</li> </ul> <p><b>MNI-NIGs Annual Meeting</b></p> <ul style="list-style-type: none"> <li>5 September 2022, Vienna, ESPEN Congress</li> </ul>

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		<b>MNI WGs Workshops</b> <ul style="list-style-type: none"> <li>• 13 October 2022 (face-to-face, venue tbc)</li> </ul>