

MNI Activity Report Q2 (June-September 2022)

6 October 2022

Topic / Working Group	Objective	Update on recent developments and next steps
MNI Governance	Updates from MNI Secretariat	<p>MNI Secretariat supported by DGA (Dentons Global Advisors, previously Interel)</p> <ul style="list-style-type: none"> • As from mid-September, the MNI Secretariat is supported by DGA, Dentons Global Advisors, based in Brussels. • DGA will support MNI on different domains: administration, logistics and events, coordination, financial, working group support, public affairs with monitoring and horizon scanning, communications and strategic planning support. • MCI ended the contract with MNI and allowed for a smooth transition to DGA.
MNI Strategy	Develop an MNI Strategy	<p>Development of an MNI Strategy</p> <ul style="list-style-type: none"> • An external mediator was appointed to support with the process of setting up an MNI Strategy for the next 3-5 years, Agnieszka Krason Thomas, who was provided with background information/analysis from the Executive Director. • She circulated a survey to MNI members (Executive Committee, Working Groups, Staff) to gather views e.g. on membership, communication, public affairs, MNI existing services fit for purpose. • She interviewed external relevant stakeholders to assess external perception. • A workshop was also held on 6 September 2022 in Vienna to brainstorm and gather different views within the membership. • MNI Executive Director will follow-up with the outcome of this exercise to put together the draft strategy for internal discussion and approval. Deadline: end of 2022.
Relationship with ESPEN / ESPEN WG	Continue trust & ensure a good and sustainable relationship with ESPEN	<p>MNI Grant</p> <ul style="list-style-type: none"> • The 2022 MNI Grant was awarded to the Italian Society of Clinical Nutrition and Metabolism (SINPE) for its project dedicated to provide learning on clinical nutrition to junior oncologists and titles "Empowering junior medical oncology clinicians on cancer-related malnutrition".

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		<p>The award was consigned by MNI President, Manuela Schaflechner, to Dr Lidia Santarpia - researcher at University of Naples, Italy - during the MNI Grant Ceremony held on 5 September 2022 in Vienna, Austria.</p> <ul style="list-style-type: none"> • The 2023 Grant criteria & flyer were published at the same time of the 2022 winner announcement. Ads were also circulated prior to the ceremony (see Communication section further down). • Achievement reports were obtained from previous grant winners (UK, 2017; ES, 2018; PT, 2019), with the objective to leverage outcomes on MNI website and other platforms, to enable best practice sharing and to promote the grant and encourage high quality applications. Spanish health economic modal (grant winner 2017) is evaluated by MAWG for further communication or applications. The idea of a dedicated session during the ESPEN Congress did not take place, but we have all information available to follow-up and leverage the progress made by the previous winners. <p>Guidelines</p> <ul style="list-style-type: none"> • Consultation process and industry participation: ESPEN addressed a letter to MNI, stating that, due to increasingly stringent guideline standards and international policies, including independence and resulting acceptance, ESPEN feels obliged to limit MNI's involvement in the guideline process to comment on guideline process. MNI can continue to comment on guideline drafts during the online Delphi round, however MNI should no longer be officially involved in the final consensus conference. Instead, ESPEN offered a direct exchange between lead authors and MNI to clarify open questions. • Guideline dissemination / App: In the past few months, MNI held several exchanges with ESPEN Guideline office representatives, the last one being a face-to-face meeting on 5 September in Vienna to discuss about the Guideline process in general and on the ESPEN Guidelines App. There was general agreement on the possibility to widen the App features and to improve dissemination/communication of the App and the guidelines in general. Discussions will continue also on the possibility for MNI to provide further funding to a third package of guidelines to be added in the App. ESPEN will be requested, like other stakeholders seeking funds, to submit a standard application form developed by MNI

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		<ul style="list-style-type: none"> • CIF Guideline: MNI participated to the consultation of the review of the CIF Guideline during the summer. On 30 August, a call was held with ESPEN CIF experts and Guideline Office representatives, as alternative to the participation of MNI to the Delphi round. This opportunity was very much appreciated and MNI pointed out that this may be a good way forward for the future. The call was the opportunity to clarify specific points or issues of disagreement.
Relationship with ENHA	Promote screening and nutritional care strategies through the nutritional care community affiliated to ENHA	<p>MNI-ENHA cooperation</p> <ul style="list-style-type: none"> • The ENHA Trustees and the MNI Executive Committee met in Vienna on 6 September and agreed on the basis of future cooperation, to be project-based and with pan-European scope. MNI will provide exceptional funding for 2022 for 2 national projects as a demonstration of good will from MNI to support ENHA.
Other stakeholders	Build a nutritional care community	<p>EuGMS</p> <ul style="list-style-type: none"> • MNI funded an EuGMS pilot project called Sprin G with the goal to strengthen geriatrics in those countries where it is not well developed • The first event took place on the 7-8 June in Rome, Italy. • The Executive Director is in touch with EuGMS to follow-up on the outcome of the event, next steps and KPIs. They are also discussing potential funding for other editions of SPRIN G, based on reports of the 1st event. • Apart from the scientific work-together, an interest has been expressed by the EuGMS to an MNI member during the EuGMS conference 2022, London, to work with MNI on public health policies, as they wish to develop this kind of workstream within EuGMS. EuGMS president himself is planning to take an interest in this discussion and collaboration. <p>EPF (European Patient Forum)</p> <ul style="list-style-type: none"> • EPF plans on developing further project on medical nutrition and presented its 2023 work programme to MNI Executive Director to assess common priorities. • EPF will submit a request for funding to MNI before the end of the year

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		<p>PCE Please see below under HPN</p> <p>SNE</p> <ul style="list-style-type: none"> • Code of Conduct: Specialised Nutrition Europe informed MNI that they are currently working on a Code of Conduct focusing on cooperation between companies' representatives with healthcare professionals. MNI Secretariat has offered its help to review and promote it when completed.
<p>Public Affairs / PAWG</p>	<p>Position Medical Nutrition and Disease-related Malnutrition higher on the health policy agenda</p>	<p>Health Indicators (in cooperation with the MAWG)</p> <ul style="list-style-type: none"> • Weber Shandwick presented the results of the feasibility study assessing 4 routes: <ul style="list-style-type: none"> ○ Route 1: MNI to benchmark data already being collected across all EU countries and use that as a tool for future advocacy; ○ Route 2: MNI to join forces with external partners (e.g. from medical nutrition community) to generate comparable data on malnutrition indicators; ○ Route 3: MNI to work on an advocacy plan to ensure the collection of malnutrition data by the individual EU members states; ○ Route 4: MNI to work on an advocacy plan to ensure data collection through official EU databases of e.g. Eurostat, WHO or OECD. <p>Weber Shandwick recommended MNI to move forward with route 2. However, MNI members are not yet convinced of taking down this road, as it may be cumbersome and requesting extensive financial and human resources, with little chance of success. More discussions are taking place with the MAWG to agree on next steps.</p> <p>Europe's Beating Cancer Plan</p> <ul style="list-style-type: none"> • During the ESPEN Conference, some members of the ESPEN cancer nutrition guideline update committee learned of MNI advocacy work resulting in the inclusion – in the European Parliament Report – of a recommendation that nutritional support be included in the cancer patients' Charter of Rights. There was a good interest from ESPEN and one ESPEN cancer

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		<p>committee member informed that the paragraph was discussed in the committee’s meeting during the conference, and parts thereof will be included in the upcoming guidelines update.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Reflect on monitoring and horizon scanning for MNI to better engage on EU and global initiatives that may impact the sector and in line with the PA Strategy agreed in 2021 and with the MNI strategy in progress.
Regulatory Affairs / RAWG	<p>Ensure an appropriate Regulatory Environment for Enteral Nutrition</p>	<p>FSMPs vs General Food</p> <ul style="list-style-type: none"> • A MNI statement of principles “FSMPs vs General Food (including fortified food and food supplements)” was finalised and it is now undergoing a design process as it includes a few visuals. The purpose of the document is to clarify in detail the differences between categories of foods. <p>6 ways to identify an FSMP</p> <ul style="list-style-type: none"> • As an extract to the statement mentioned above, the RAWG worked out a simple table to ease the understanding of the category to the non-specialists of the sector, the general public, policy-makers etc. The table was further duplicated: one referring to <u>EU</u> FSMPs and one to <u>global</u> concept of FSMPs. The WG is now in touch respectively with SNE and ISDI to discuss a dual branding of the table. <p>Repetition on Front of Pack of FSMPs</p> <ul style="list-style-type: none"> • MNI & SNE created a joint Task Force who is now working to produce a set of documents differentiating labelling for FSMPs, in relation to the repetition of the information in the Front of Pack (FOP). The aim is to support industry at national level in discussions with authorities on the specific labelling requirements for FSMPs – both from an educational and advocacy perspective – should challenges arise, as it was the case in Ireland last year. <p>Organic labelling for FSMPs</p> <ul style="list-style-type: none"> • Ecocert is finalising a global report on organic labelling for FSMPs:

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		<ul style="list-style-type: none"> ○ Organic market trends review (to identify trends in demand for organic food products in the EU amongst different demographic consumer groups); ○ FSMPs ingredients assessment (to assess the EU organic compliance of ingredients/additives used in FSMPs); ○ Organic regulatory overview for FSMPs outside Europe (to provide a regulatory overview of FSMPs current organic context in USA, Australia and New Zealand); ● The outcome of this exercise will serve to continue the discussion with the European Commission started in 2021. <p>FAQs / definitions on medical nutrition / FSMPs</p> <ul style="list-style-type: none"> ● A FAQs document was published last June on MNI Intranet to support MNI, its members, national industry groups and sisters' industry organisations and to provide for consistent definitions 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.
Home Parenteral Nutrition / HPN WG	Raise awareness on the benefits of parenteral nutrition in the ambulatory sector	<p>Funding to Pancreatic Cancer Europe (PCE)</p> <ul style="list-style-type: none"> ● In July MNI attended the PCE Focus Group on Nutrition, during which it was pointed out that indeed there is a lot of misinformation on HPN and it is used too late in the advanced status of the disease. PCE aims that this (latter point) will change in the future, and this is the aim of the campaign addressing also HPN. ● They are working on two deliverables onto which MNI could provide comments: <ul style="list-style-type: none"> ○ 7 infographics addressed to various target groups: <ol style="list-style-type: none"> 1. "What is nutrition" / general public 2. "Importance of nutrition within the treatment process" (reference to cachexia, sarcopenia and malnutrition) / general public 3. "How to detect malnutrition in pancreatic cancer patients" / general public 4. "Support of carers" / general public & carers 5. "Support of practitioners in nutrition (about malnutrition) / practitioners 6. "Nutrition and microbiota in pancreatic cancer" / general public

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		<p>7. “Home parenteral nutrition - HPN” (why, benefits, actors involved ...) / general public</p> <ul style="list-style-type: none"> ○ A booklet (most likely only in English) with all detailed info that do not fit in the infographics. • Scope: run an awareness campaign to support improving the nutritional status of the pancreatic cancer patient. <p>HPN Access Mapping – White Paper</p> <ul style="list-style-type: none"> • The agency - MTech – has shared a first outline of the white paper on HPN access mapping variations in Europe, based on the interviews and research work carried out in 2021. <p>Discharge Operational Instructions</p> <ul style="list-style-type: none"> • ESPEN informed on their intention to start drafting these operational instructions as from Feb 2023. MNI confirmed its interest to support with funding the dissemination of the document once it will be finalised. A project planning will be needed to final any agreement.
Market Access Working Group	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"> • MAWG and Mtech have discussed and decided on most of the metrics of the project, including a cost-utility analysis. The specifications will be looked at in detail during their 11 October meeting. In the meantime, the ESPEN working group is asked to provide key evidence recommendations, for Mtech to incorporate. <p>Market access challenging in Portugal</p> <ul style="list-style-type: none"> • EU national NIGs have been solicited for best practice sharing. A call will be set-up together with ANID (Portugal) to brainstorm on how to support them. A MNI Advocacy Tool Kit is could be created based on existing material and with CH’s experience in an other NGO and will include an executive summary which can then be adapted to the national level. <p>Health Indicators project PAWG</p> <ul style="list-style-type: none"> • The MAWG will continue the discussion with the PAWG to agree on next steps (see more

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		information above under PAWG section).
National Industry Groups / GROW WG	Grow the medical nutrition market in Europe	<p>Relationships with the NIGs</p> <ul style="list-style-type: none"> • MNI Executive Director visited the following countries’ industry delegations: Italy, France, Denmark, Czech Republic, Spain, and the Netherlands; the main points discussed were: <ul style="list-style-type: none"> ○ MNI and NIG collaboration – common interest and top priorities; ○ The GROW grant; ○ Main issues faced by the respective NIG. <p>MNI-NIGs Annual Meeting, 5 September 2022 (pm), Vienna - ESPEN Congress</p> <ul style="list-style-type: none"> • After the long break due to the pandemic, the MNI-NIGs Annual Meeting could take place face-to-face, with renovated spirit and enthusiasm. • It was the occasion to review the progress of the projects that have benefited of GROW-4 and to present the GROW-6 edition, and to brainstorm on current challenges, threats and opportunities for the sector. <p>GROW-6 initiative</p> <ul style="list-style-type: none"> • During the summer, MNI launched its 6th edition of the GROW initiative to support the work and projects of National Industry Groups to better position medical nutrition at local level through innovative and trialled initiatives. • The selection process consists of two steps: <ul style="list-style-type: none"> ○ Deadline 11 September 2022 – then postponed until end September: Submission of one-pager describing the overall project ○ Deadline 8 November 2022: Submission of detailed powerpoint presentation of project for shortlisted submissions ○ The beneficiaries will be announced by the end of the year.
Communication /	<ul style="list-style-type: none"> • Raise MNI profile 	<p>News updates/ E-blasts:</p> <ul style="list-style-type: none"> • MNI Grant 2023 criteria available • MNI Grant 2022 awarded to SINPE for a project dedicated to junior oncologists

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Communication WG	<ul style="list-style-type: none"> Position malnutrition as a public health issue Educate on the role of medical nutrition in disease management 	<ul style="list-style-type: none"> Ad Grant Ceremony at ESPEN Congress (insert in paper programme) Push notifications about the Grant Ceremony to ESPEN Congress participants <p>Website analytics (Q3 2022)</p> <table border="1" data-bbox="779 469 2029 719"> <thead> <tr> <th><i>Default Channel Grouping</i></th> <th>Users</th> <th>New Users</th> <th>Sessions</th> <th>Pages/Session</th> <th>Avg. Session Duration</th> </tr> </thead> <tbody> <tr> <td>Direct</td> <td>167</td> <td>165</td> <td>180</td> <td>1.40</td> <td>27.14</td> </tr> <tr> <td>Organic Search</td> <td>99</td> <td>94</td> <td>137</td> <td>1.58</td> <td>109.32</td> </tr> <tr> <td>Referral</td> <td>8</td> <td>6</td> <td>9</td> <td>1.78</td> <td>152.56</td> </tr> <tr> <td>Paid Search</td> <td>2</td> <td>2</td> <td>2</td> <td>1.00</td> <td>0.00</td> </tr> </tbody> </table> <p>Social media analytics (Q3 2022)</p> <p>Twitter:</p> <ul style="list-style-type: none"> Tweet impressions: 11,111 Profile visits: 3,237 New followers: 31 <p>LinkedIn</p> <ul style="list-style-type: none"> Post Impressions: 1,680 	<i>Default Channel Grouping</i>	Users	New Users	Sessions	Pages/Session	Avg. Session Duration	Direct	167	165	180	1.40	27.14	Organic Search	99	94	137	1.58	109.32	Referral	8	6	9	1.78	152.56	Paid Search	2	2	2	1.00	0.00
<i>Default Channel Grouping</i>	Users	New Users	Sessions	Pages/Session	Avg. Session Duration																											
Direct	167	165	180	1.40	27.14																											
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Referral	8	6	9	1.78	152.56																											
Paid Search	2	2	2	1.00	0.00																											
Upcoming MNI appointments	For information	<p>Executive Committee meetings</p> <ul style="list-style-type: none"> 17 November 2022, Brussels (TBC) <p>MNI WGs Workshops</p> <ul style="list-style-type: none"> 13 October 2022, Brussels 																														