

## MNI monthly update January – 8 March 2018

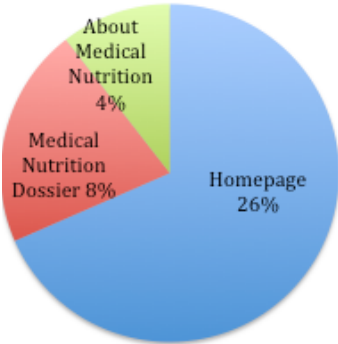
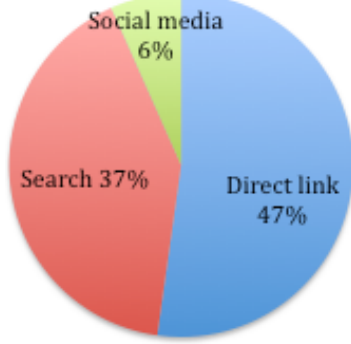
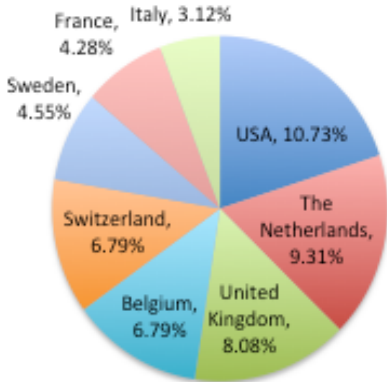
13 March 2018

Topic	Objective	Update on recent developments and next steps
<b>ONCA</b>	<ul style="list-style-type: none"> <li>Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA)</li> </ul>	<p><b>ONCA communications</b></p> <p>A joint MNI-ENHA workshop took place in 1 February to progress on the ONCA communication plan. It was agreed to focus all communication efforts on the campaign ONCA (vs ENHA), and to focus on ONCA good practices (GP): <i>‘Increasing the number of GPs and increasing the reach of GPs’</i>:</p> <ul style="list-style-type: none"> <li>Aim to reach a <i>‘cool 100 good practices’</i>: collect GPs from ONCA partners (PEN societies, ESPEN, MNI/NIGs, patients, EUGMS, etc)</li> <li>Present GPs at ONCA partners congresses (EUGMS, ESPEN, HOPE, PGEU, EFAD, etc)</li> <li><i>‘Use Other People’s Network’</i>: identify ‘multipliers’ for ONCA GPs</li> <li>Grow website traffic and leverage social media to grow the ‘air time’ for nutritional care on the web</li> <li>Leverage patients voice: collect/share patient stories</li> </ul> <p>Another pillar of the communication strategy aims at collecting/disseminating educational materials in order to equip patients, healthcare professionals, medical students with the basic set of skills/knowledge on nutritional care.</p> <p><u>Impact for MNI, MNI members and NIGs:</u></p> <p><b>NIGs:</b> 1/MNI webinar to ‘train’ on ONCA GPs (submitting/sharing GPs) 2/NIGs to nominate a ‘communication liaison officer’ for ONCA.</p> <p><b>MNI members:</b> 1/Companies are invited to integrate ONCA in their education materials and to present ONCA GPs in industry media (e.g. via automatic postings). 2/Companies to</p>

Topic	Objective	Update on recent developments and next steps
		<p>share ONCA newsletter with their network.  <b>MNI:</b> MNI will identify ‘multipliers’ for ONCA GPs</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 8 June 2018: ONCA workshop – Amsterdam (hosted by Nutricia)</li> <li>• 12-13 Nov 2018: ONCA conference – Sintra - Portugal</li> </ul>
<p><b>Engagement with patient groups</b></p>	<ul style="list-style-type: none"> <li>• Leverage patients voice on nutrition</li> </ul>	<p><b>Cooperation with EPF</b></p> <p>Since the June 2017 patient conference (supported by MNI) the European Patient Forum has elevated its strategy in the sphere of nutrition and developed an action plan. MNI will support their work on four pillars via an unrestricted grant:</p> <ol style="list-style-type: none"> <li>1. EPF Task Force on Nutrition – led by Cees Smit</li> <li>2. EPF position statement on information to patient on food and nutrition (MNI reviewed and submitted comments)</li> <li>3. Development of informative and educational materials for patients, including lay version of ESPEN guidelines ‘<i>by the patients – for the patients</i>’</li> <li>4. Advocacy work to raise nutrition and nutritional care higher on the health agenda. Advocacy towards EU presidencies (Bulgaria and Austria)</li> </ol> <p>The communication plan for the launch of these materials is in the making and will be fine-tuned as opportunities come along.</p> <p>EPF and MNI agreed to document their cooperation with a letter of agreement for 2018.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• March: publication of EPF position statement &amp; 1<sup>st</sup> meeting of EPF Task Force on nutrition</li> <li>• September: Lay version guidelines to be presented at ESPEN Congress</li> </ul>

Topic	Objective	Update on recent developments and next steps
EU FSMP	<ul style="list-style-type: none"> <li>Ensure appropriate implementation of new regulation for FSMPs at national level</li> </ul>	No major development to report.
Global FSMP	<ul style="list-style-type: none"> <li>Raise awareness about malnutrition and value of medical nutrition beyond Europe</li> <li>Link in with local medical nutrition decision-makers and key stakeholders</li> </ul>	<p><b>Brazil:</b> The plan for 2018 is to start a pharmaco-economic study with Brazilian data to sustain the reimbursement discussions with the authorities. The communication campaign started in 2017 would restart after the study publication.</p> <p><b>ASEAN:</b> Following the difficulty to reach alignment between all MNI companies on a common goal for the FSMP category in ASEAN over the last two years, the ASEAN working group agreed to narrow down the scope of their action and to focus efforts on Indonesia where the restrictive regulation poses serious concerns to industry. A letter has been sent to the Indonesia Food and Beverage Association (<a href="#">GAPMMI</a>) to present the MNI, the category and seek support during a meeting in April. Joint action in Thailand is also proposed by Nestlé Health Science and Fresenius-Kabi, but has not been approved by Abbott, Nutricia and B.Braun.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>March: Léa Coulet will organise bilateral calls with members of the ASEAN Advisory Board to secure their support on the new strategy, and check support on joint action in Thailand.</li> <li>April: Meeting with GAPMMI in Jakarta – tbc</li> </ul> <p><b>India and China:</b> No updates available.</p>

Topic	Objective	Update on recent developments and next steps
<b>HEOR WG</b>	<ul style="list-style-type: none"> <li>• Demonstrate health &amp; economic benefits of medical nutrition</li> <li>• Disseminate findings to relevant audiences</li> </ul>	<p><b>Medical nutrition dossier (MND) published</b></p> <p>The Dossier entitled '<a href="#">Better care through better nutrition – the value and effect of medical nutrition</a>' was published on 18 February.</p> <p>A tailored notification was sent to MNI stakeholders (ESPEN, ENHA, HOPE, EPF, EUGMS, EFAD, ECPC, PGEU, ECHO, etc) and a press release was shared with the media. Nutraingredients covered the MND with an <a href="#">article</a>.</p> <p>The Communication plan was approved at the Executive Committee meeting on 23 February. It relies on three pillars:</p> <ol style="list-style-type: none"> <li>1. Educating the NIGs on HEOR</li> <li>2. Sharing the MND with Brussels-based health stakeholders ( Léa Coulet)</li> <li>3. Developing key messages for specific target groups (e.g. cancer patients, elderly paediatrics, or stroke patients) depending on the strength of the data included in the MND. These will be rolled out at key dates through out the year, in the form of infographics, summary booklet , cartoon animations. List/type of communication materials to be approved at 20 March workshop. <p>Progress will be measured through a set of KPIs, to be agreed at 20 March workshop. See first set of indicators in this report – section Communication WG.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 20 March: HEOR WG meeting to progress on summary booklet, general &amp; specific key messages, and related communication tools (infographics, video animation, etc)</li> <li>• April: MNI webinar to present the MND to the NIGs (tbc)</li> <li>• June: F2F training on HEOR addressed to the NIGs</li> <li>• 3 September: present MND at ESPEN-ENHA-MNI Joint Session – ESPEN Congress</li> </ul> </li></ol>
<b>Communication WG</b>	<ul style="list-style-type: none"> <li>• Raise MNI's profile</li> <li>• Position malnutrition</li> </ul>	<p><b>Metrics</b></p> <p><u>MNI website:</u> 1400 users since launch (23/11/2017 – 12/03/2018)</p>

Topic	Objective	Update on recent developments and next steps
	<p>as a public health issue</p> <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>Peek day: 20 Feb (day following MND launch on 19 February 2018).</li> </ul> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p><b>MNI website: most popular pages</b></p> </div> <div style="text-align: center;">  <p><b>MNI website: access</b></p> </div> <div style="text-align: center;">  <p><b>MNI website: origin of views</b></p> </div> </div> <p><u>Metrics on MND since launch (19/02/2018 – 12/03/2018):</u></p> <ul style="list-style-type: none"> <li>~ 600 views (25% visitors) on MNI website</li> <li>14 MNI tweets (+-4/ week)             <ul style="list-style-type: none"> <li>50 retweets</li> <li>~ 10,5k impressions (number of times users saw the tweet on Twitter)</li> <li>Top followers: ECPC (European Cancer Patient Coalition), EUGMS</li> </ul> </li> <li>Media coverage: <i>Confronting malnutrition: MNI dossier lays out medical nutrition blueprint</i> – by <a href="#">NutraIngredients</a></li> </ul> <p><u>Next steps:</u></p>

Topic	Objective	Update on recent developments and next steps
		<ul style="list-style-type: none"> <li>• March: MNI Grant announcement publication</li> <li>• April: MNI Newsletter</li> <li>• Through-out the year: increase traction to MNI website; push key messages from MND via website/Twitter/LinkedIn</li> <li>• Through-out the year: refine metrics and deliver comprehensive overview on MNI new website and the MND reach on a quarterly basis</li> </ul>
<b>Relationship with ESPEN</b>	<ul style="list-style-type: none"> <li>• Establish trust &amp; ensure a good and sustainable relationship with ESPEN</li> <li>• Strengthen MNI's influence on ESPEN priority setting and activities</li> </ul>	<p><b>MNI-ESPEN-ENHA Joint Session</b></p> <ul style="list-style-type: none"> <li>• The Joint Session is planned on 3 September at 11:15 CET, on the theme <i>Nutrition without Borders</i>.</li> <li>• ENHA will present the ONCA good practices, and invite the Congress audience to use social media to share the GPs.</li> <li>• The EPF (European Patients Forum) will present the guidelines 'by patients for patients'</li> <li>• MNI has 15' to present the MND (Tim Meyerhoff) and the MNI Grant Winner (10<sup>th</sup> award).</li> </ul> <p><b>ESPEN guidelines</b></p> <ul style="list-style-type: none"> <li>• <u>ICU guidelines</u>: MNI ESPEN WG is currently reviewing the draft ESPEN ICU guidelines and aims to submit comments by 22 March.</li> <li>• <u>'Short version of guidelines'</u>: ESPEN Guidelines Committee will start developing 'short versions' of guidelines, in order to facilitate their implementation and adoption in clinical practice. The list of guidelines to be developed has not been shared with the MNI, but our intelligence suggests ESPEN will start with the guidelines of relevance in hospitals.</li> </ul> <p><b>Education project</b></p> <p>AVG plans to gather 4-5 university deans, Stéphane Schneider (Chairman, Educational</p>

Topic	Objective	Update on recent developments and next steps
		<p>and Clinical Practice Committee) in June to kick-start the project. AVG will also invite a representative of NNEdPro (<a href="#">Global Centre for Nutrition and Health</a> and MNI Grant 2017 winner), as suggested by MNI.</p> <p><b>Medical Nutrition Dossier</b></p> <ul style="list-style-type: none"> <li>• ESPEN has drafted a supportive foreword for the MND. Unfortunately ESPEN Executive Committee did not accept to mention the foreword on the Dossier cover with the ESPEN logo.</li> <li>• MNI has asked ESPEN to disseminate the Dossier via their communication channels – action still pending.</li> </ul> <p><u>Next Steps:</u></p> <ul style="list-style-type: none"> <li>• 20 March: ESPEN WG physical meeting in Brussels</li> <li>• 22 March: Submit MNI comments to ESPEN ICU guidelines</li> <li>• 26 April: MNI-ESPEN Executive meeting (André Van Gossum – Tim Meyerhoff)</li> <li>• June: ESPEN meeting on education of medical students</li> </ul>
PN WG	Raise patient awareness on benefits of parenteral nutrition in the ambulatory sector	<p>The HPN project is now reaching out to key stakeholders to request meetings in order to 1/ present HPN 2/ test the key messages and 3/ lay the foundation of a future cooperation.</p> <p>Key stakeholders contacted:</p> <ul style="list-style-type: none"> <li>• European Oncology Nursing Society (<a href="#">EONS</a>)</li> <li>• European Cancer Patient Coalition (<a href="#">ECPC</a>)</li> <li>• International Alliance of Patient Organisations for Chronic Intestinal Failure and Home Artificial Nutrition (<a href="#">PACIFHAN</a>)</li> <li>• European Care Home Organisation (<a href="#">ECHO</a>)</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• April/May 2018: F2F meeting with key stakeholders</li> </ul>

Topic	Objective	Update on recent developments and next steps
<b>National Industry groups / GROW project</b>	<ul style="list-style-type: none"> <li>Grow the medical nutrition market in Europe</li> </ul>	<ul style="list-style-type: none"> <li>Q3-Q4: Round table with key stakeholders</li> <li>Q4: Development of patient-centered materials</li> </ul> <p><b>GROW 2</b></p> <ul style="list-style-type: none"> <li>GROW 2 was launched in December 2017 when the RFP was sent to all NIGs.</li> <li>86 participants from 22 countries joined the 26 February Webinar, which explained the objectives, expectations and process. More information on the webinar is available on MNI intranet – <a href="#">NIG/webinar section</a></li> <li>Information on GROW 1 and GROW 2 is available on MNI Intranet – <a href="#">NIG/GROW section</a></li> <li>Applicants whose projects has not been retained for GROW 2 funding can benefit from the ‘country deep dives’: a phone/visioconference with the Executive Committee on directions, objectives, action plan and resources.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>30 March: deadline to submit proposals</li> <li>26 April: pre-selection of best proposals during MNI Executive Committee</li> <li>7 June: presentation of pre-selected proposals to MNI Exec.</li> <li>by end June: selection of best proposals by GROW steerco &amp; kick-off</li> <li>3 September: presentation of selected projects during annual MNI-NIG meeting at ESPEN Congress</li> </ul>
<b>New projects</b>		<p><b>MNI-ESSD cooperation</b></p> <p>An MNI delegation led by Andreas Busch (Nestlé) and Patrick Kamphuis (Nutricia) – respectively Chair and Co-Chair met with the European Society of Swallowing Disorders (<a href="#">ESSD</a>) in Barcelona on 8 March to get more clarity on their proposal for the classification of thickened liquids. ESSD requests to the MNI include – among others- MNI support for the proposed classification system, a memorandum of understanding between ESSD and MNI, MNI support to ESSD Congress.</p>



Topic	Objective	Update on recent developments and next steps
		<p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 22 March: MNI ESSD WG teleconference to define MNI position on ESSD requests.</li> </ul> <p><b>Code of Conduct</b> MNI companies legal counsels discussed the need to establish a code of conduct for the MNI on January 18 January to raise the industry profile and reputation.</p> <p><u>Next steps:</u> Executive Committee to confirm project kick-start.</p>
<b>News from the MNI secretariat</b>		<ul style="list-style-type: none"> <li>• MNI is transitioning out of EAS and should move to a new host in April.</li> <li>• In the meanwhile daily operations are managed by Elena Miceli (WG coordination, meetings logistics, membership fees) and Léa Coulet (financial management, WG legal obligations, association management)</li> <li>• The address secretariat@medicalnutritionindustry.com remains operational and is checked by Léa Coulet</li> <li>• MNI phone number +32 2 209 11 48 remains operational and is answered by EAS receptionist.</li> <li>• MNI legal and postal address remains unchanged: Rue de l'Association 50, 1000 Brussels, Belgium.</li> </ul>