

## MNI activity report March – May 2018

31May 2018

Topic	Objective	Update on recent developments and next steps
ONCA	<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>Austria joins ONCA</b>, bringing the campaign to 18 countries. This is good news as Austria takes over the rotating presidency of the EU for the period July-December 2018. Frank de Man is in touch with the Austrian Ministry of Health to connect ONCA to the Austrian EU presidency agenda. To be followed.</p> <p><b>NIGs involvement:</b> A joint ENHA-MNI webinar is planned on 12 June to present the ONCA 2018 action plan and encourage NIGs to get more involved. The objective is also to encourage the NIGs to support ONCA communication strategy by submitting good practices and sharing ONCA good practices.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>7 June: ENHA Trustees meeting – attended by C. Green</li> <li>7 June: ENHA members meeting – attended by P. Kamhuis and L. Coulet</li> <li>8 June: ONCA workshop – attended by P. Kamhuis, L. Coulet and M. Mahieux</li> <li>12 June: MNI webinar on ONCA addressed to NIGs</li> <li>2 Sept: MNI-ENHA Executive meeting with FdM, O. Ljungqvist and C. Sieber</li> <li>3 Sept: MNI-ESPEN-ENHA Joint Session @ ESPEN Congress - Madrid</li> <li>12-13 Nov: ONCA conference – Sintra – Portugal</li> </ul>
Engagement	<ul style="list-style-type: none"> <li>Leverage patients</li> </ul>	<p><b>EPF paper on nutrition published:</b> The European Patient Forum (EPF) - the pan-</p>

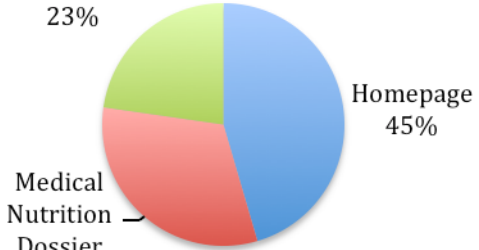
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<p><b>with patient groups</b></p>	<p>voice on nutrition</p>	<p>European umbrella group for national coalitions of patients and specific chronic disease groups - has published the <a href="#">position statement on information to patients on food and nutrition</a>.</p> <p>The paper is a good summary of the links between food, nutrition and health and articulates – among others- three recommendations of relevance to the MNI:</p> <ol style="list-style-type: none"> <li>1. call for lay person summaries of recognised guidelines, developed by patient organisations, with the support of health professionals</li> <li>2. call for better access to appropriate nutrition and reimbursement</li> <li>3. call for screening for DRM and for efforts in the training and awareness of health professionals</li> </ol> <p><b>Development of educational materials:</b> MNI shared some materials (branded and non branded) with the EPF as inspiration for its Task Force on nutrition who is currently developing educational materials addressed to patients.</p> <p><b>EPF-MNI work agreement signed:</b> The Work Agreement was signed by both parties and the payment of the 20,000€ processed (unrestricted grant).</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 13 June: EPF Nutrition Task Force meeting</li> <li>• 2 September: Lay version guidelines to be presented at Joint Session @ ESPEN Congress</li> <li>• MNI to develop Code of Conduct in order to continue the cooperation with the EPF</li> </ul>

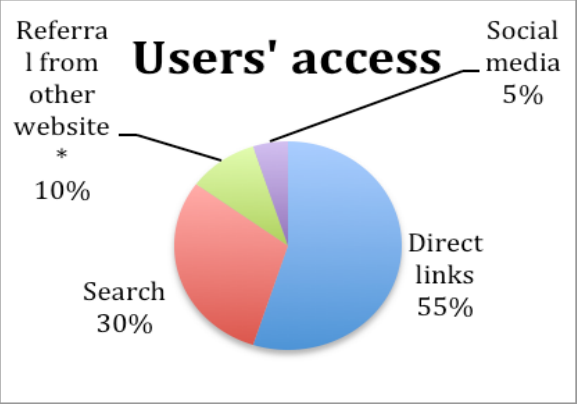
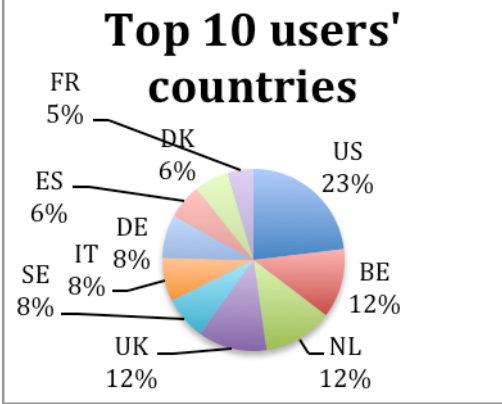
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<b>EU FSMP</b>	<ul style="list-style-type: none"> <li>Ensure appropriate implementation of new regulation for FSMPs at national level</li> </ul>	No major development to report.
<b>Global FSMP</b>	<ul style="list-style-type: none"> <li>Raise awareness 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></p> <ul style="list-style-type: none"> <li>Health economics study: The Brazilian WG – coordinated by GENE- is conducting an analysis of the “Acerto Project” database to assess the impact of oral enteral nutritional therapy. They plan to collect new data in the patient records, with the support from Cuiaba’s Hospital, to improve the database and consequently the analysis. The objective is to discuss the study with the Ministry of Health to support a change in current protocols and encourage the Brazilian government to pay for oral nutritional therapy.</li> <li><b>“Forum of discussion to combat hospital malnutrition”:</b> GENE and BRASPEN (The Brazilian Society for Parenteral and Enteral Nutrition) are partnering to organize the ‘ forum’ in Brasília on June 6th. Health professionals (doctors and nutritionists), Ministry of Health representatives and Congress participants will attend. The discussions will focus on what needs to be done to combat patient malnutrition, from both the public and private healthcare systems perspective. At the end of the event, a document will be developed for use in future meetings with the different stakeholders in Brazil.</li> </ul> <p><b>ASEAN:</b></p> <ul style="list-style-type: none"> <li>The ASEAN WG decided to focus its limited resources in Indonesia. Joint action in</li> </ul>

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		<p>Thailand did not reach consensus among all companies and was discarded for now. The ASEAN WG met with <a href="#">GAPMMI</a> (Indonesian Food and Beverage Association) in April to offer help and expertise on FSMP regulatory discussions. GAPMMI welcomed the support, and offered a MoU focusing on local awareness for FSMPs. GAPMMI also offered to introduce the MNI WG to the Indonesian Ministry of Health expert group.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 6 June: joint GENE/BRASPEN forum on hospital malnutrition - Brasilia</li> <li>• June: MNI ASEAN WG to follow up with GAPMMI, define content for MoU, and agree on action plan in Indonesia to be shared with ASEAN AD and GAPMMI. WG F2F meeting to be organised by the WG in June.</li> </ul> <p><b>Cooperation with ISDI:</b></p> <ul style="list-style-type: none"> <li>• Regular information exchange between EDs from ISDI, SNE, MNI to share information and foster alignment</li> <li>• ISDI Beijing Regional Workshop (March), with industry (infant &amp; FSMP), CFDA and CFSA representatives.</li> <li>• MNI Executive Committee decision to continue annual budget support for ISDI</li> </ul> <p><b>India and China:</b> No updates available.</p>

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HEOR WG	<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</b></p> <p><b>Webinar:</b> The Dossier was presented to NIGs during a webinar on 23 April. It gathered 86 participants from 25 countries (most EU countries and Turkey, the USA, Australia, New Zealand, Singapore, South Africa, Malaysia, Russia).</p> <p><b>Training:</b> The HEOR WG is actively preparing the training addressed to NIGs taking place on 25 June in Frankfurt, entitled '<i>Demonstrating the value of medical nutrition to decision makers and influencers</i>'. The training will focus on equipping the NIGs with the tools to engage with decision makers/influencers rather than providing a technical training on HE methodology and modeling. The training also aims to build a network of health economics experts. NIGs secretariats were invited to nominate a health economics leader per country, and to identify 1 to 3 experts to join the training. MNI companies can also identify the leaders/experts, in partnership with the NIGs, or independently from the NIGs.</p> <p><b>Communication toolkit:</b> A series of tools should be delivered in the coming months:</p> <ul style="list-style-type: none"> <li>• Dossier summary booklet – end June</li> <li>• Powerpoint presentation (long and short versions) – end June</li> <li>• Messaging house - end June</li> <li>• Video animation: end August (ready for ESPEN)</li> <li>• 4 infographics on malnutrition in cancer, frailty, COPD and neurology: end August (ready for ESPEN)</li> </ul> <p><b>Potential future projects</b></p>

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		<p>The HEOR WG met on 20 March and agreed it is not necessary to update the Medical Nutrition Dossier in the close future.</p> <p>However the following questions were considered for future action:</p> <ul style="list-style-type: none"> <li>• Updating the data on the cost of malnutrition €170 billion which dates from 2009</li> <li>• Developing more accurate data on the cost of treating malnutrition vs the cost of treating obesity</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 25 June: MNI training addressed to NIGs and MNI companies</li> <li>• 3 September: present the Medical Nutrition Dossier at ESPEN-ENHA-MNI Joint Session and to national industry groups</li> <li>• 17-18 October: MNI workshop - discussion on future HEOR projects</li> </ul>
<b>Communication WG</b>	<ul style="list-style-type: none"> <li>• Raise MNI's profile</li> <li>• Position malnutrition as a public health issue</li> <li>• Educate on the role of medical nutrition in disease management</li> </ul>	<p><b>Metrics:</b></p> <p><u>MNI Website (period 15/02/2018-15/05/2018):</u></p> <ul style="list-style-type: none"> <li>• 2300 Users: 80% new visitors; 20% returning visitors</li> <li>• 8600 pages views</li> <li>• Peak days: <ul style="list-style-type: none"> <li>- 20 February &gt; publication MNI Medical Nutrition Dossier</li> <li>- 23 April &gt; publication MNI Grant 2018 criteria</li> </ul> </li> </ul>

Topic	Objective	Update on recent developments and next steps									
			<p style="text-align: center;"><b>Top 3 most visited pages</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Page</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Homepage</td> <td>45%</td> </tr> <tr> <td>Medical Nutrition Dossier</td> <td>32%</td> </tr> <tr> <td>Grant 2018</td> <td>23%</td> </tr> </tbody> </table>	Page	Percentage	Homepage	45%	Medical Nutrition Dossier	32%	Grant 2018	23%
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		<div data-bbox="831 459 1406 863">  <p><b>Users' access</b></p> <ul style="list-style-type: none"> <li>Direct links: 55%</li> <li>Search: 30%</li> <li>Referral from other website*: 10%</li> <li>Social media: 5%</li> </ul> </div> <div data-bbox="1525 459 2024 863">  <p><b>Top 10 users' countries</b></p> <ul style="list-style-type: none"> <li>US: 23%</li> <li>BE: 12%</li> <li>NL: 12%</li> <li>UK: 12%</li> <li>SE: 8%</li> <li>IT: 8%</li> <li>DE: 6%</li> <li>DK: 6%</li> <li>ES: 6%</li> <li>FR: 5%</li> </ul> </div> <p>* mainly ESPEN, NNEdPro, ISDI</p> <p><u>Twitter (period 15/02/2018-25/05/2018):</u></p> <ul style="list-style-type: none"> <li>• 20k impressions (number of times users saw our tweets)</li> <li>• 10 tweets on MNI Grant 2018 &amp; 23 tweets on Medical Nutrition Dossier (including on Swallowing Awareness Day, European Cancer Nursing Day, Digestive health month, World IBD Day, World Digestive Health Day)</li> <li>• Top tweets (most followed): <ul style="list-style-type: none"> <li>- Malnutrition and cancer</li> <li>- Medical Nutrition and improved health outcomes and reduced costs</li> <li>- Malnutrition and GI diseases</li> <li>- Grant deadline</li> </ul> </li> <li>• Top follower: CN Magazine (UK)</li> </ul>



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<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 Grant 2018</b> MNI has received a total of 20 applications from Belgium, Canada, Czech Republic, Denmark, Germany, Israel, Kirghizstan, Mexico, Philippines, Portugal, Spain, Sri Lanka, Switzerland, The Netherlands and the UK.</p> <p><b>MNI-ESPEN-ENHA Joint Session</b> ESPEN has reduced the time allocated to the Joint Session to 50' due to an additional section on malnutrition definition consensus organised by ESPEN/ASPEN. Proposed programme:</p> <ol style="list-style-type: none"> <li>Welcome by André Van Gossum</li> <li>ONCA: sharing good practices across borders –Frank de Man /ENHA</li> <li>Improving patient care across borders: the need for patient-centered guidelines- Nicola Bedlington /EPF</li> <li>WHO guidelines on integrated care for older people – Mateos Cesare / WHO</li> <li>Better care through better nutrition: value and effects of medical nutrition – Tim Meyerhoff / MNI</li> <li>Winner of the MNI Grant</li> </ol> <p><b>ESPEN guidelines</b></p> <ul style="list-style-type: none"> <li>MNI submitted comments to the draft ICU guideline and Meike Engfer represented MNI at the consensus meeting on 23 April. Other MNI companies were also present at the meeting. Many thanks to the team for their great effort.</li> <li>The ESPEN WG refined their procedure for contributing to ESPEN Guidelines: in case of non-alignment between MNI companies, MNI will vote 'undecided'.</li> </ul>

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		<p><b>Education project</b></p> <p>ESPEN – under Cristina Cuerda leadership – is organising the kick-off meeting on 19 July with ESPEN representatives (André Van Gossum, Cristina Cuerda, Matthias Pirlich, Maurizio Muscaritoli and Zeljko Krznaric) and the deans of 4 universities (Universidad Autónoma de Madrid; Université Libre de Bruxelles; University of Zagreb, Sapienza University in Rome). The meeting has three objectives:</p> <ol style="list-style-type: none"> <li>1. understand opportunities/gaps/threats for integration of nutrition into the medical curriculum</li> <li>2. share best practices (e.g. including Italian experience, NNedPro)</li> <li>3. draft with the deans a position statement on the integration of nutrition into the medical curriculum – to be published in Clinical Nutrition</li> </ol> <p><u>Next Steps:</u></p> <ul style="list-style-type: none"> <li>• July: first meeting to kick start education project - tbc</li> <li>• End June: Select MNI Grant winner with MNI-ESPEN review committee</li> <li>• 3 September: Announce MNI Grant winner at Joint Session</li> </ul>
<b>PN WG</b>	Raise patient awareness on benefits of parenteral nutrition in the ambulatory sector	<p>The HPN project was presented to</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> </ul> <p>All confirmed interest in the approach, but did not commit due to limited resources. However all agreed in principle to review the Q&amp;A and patient stories from their own</p>

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		<p>perspective, and will discuss participation to the multi-stakeholder round table depending on MNI financial support. The HPN WG is currently considering organising the round table during the ESMO Congress, under the EONS track.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• June: MNI to finalise Q&amp;A and patient stories and share with stakeholders for review</li> <li>• June- October: MNI to reflect on long term partnership with stakeholders (activities, roles and budget) beyond this project</li> <li>• 20-23 October: Round table with key stakeholders at ESMO Congress/EONS track (tbc)</li> <li>• Q4: Launch of campaign on MNI website: mini-site, Q&amp;A and patient stories</li> </ul>
<p><b>National Industry groups / GROW project</b></p>	<ul style="list-style-type: none"> <li>• Grow the medical nutrition market in Europe</li> </ul>	<p><b>GROW 2</b></p> <ul style="list-style-type: none"> <li>• 7 applications were submitted (France, Czech Republic, Slovakia, Sweden, Denmark, Croatia and Turkey). More countries had planned to submit proposals but missed the deadline.</li> <li>• 4 applications were shortlisted and invited for teleconference in May and June: France, Czech Republic, Portugal and Turkey.</li> <li>• Considering the quality of the submissions, Abbott, Fresenius Kabi, Nestlé and Nutricia decided to support GROW 3 in 2019 with a budget of €100,000.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• 19 June: Presentation of pre-selected proposals to MNI Exec.</li> <li>• by end June: Selection of best proposals</li> <li>• 3 September: Presentation of selected projects during annual MNI-NIG</li> </ul>

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		meeting at ESPEN Congress and launch of GROW 3
<b>ESSD</b>	<ul style="list-style-type: none"> <li>Define MNI position on ESSD proposal</li> <li>Promote a single and practical classification system that secures patient safety</li> </ul>	<p><b>MNI-ESSD cooperation</b> Following the ESSD letter to the ACBS (UK authority), the MNI Executive Committee decided to address the principles of the cooperation with the ESSD before investigating the relevance, feasibility and practicality of the ESSD classification and labelling proposals.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>By end of May: ESSD WG to review draft letter for ESSD.</li> </ul>
<b>Code of Conduct</b>	<ul style="list-style-type: none"> <li>Develop a code of conduct for the MNI that strengthens MNI's reputation and credibility toward stakeholders</li> </ul>	<p>No major development to report. Participation to the 2 May teleconference was too limited to progress on the project definition.</p> <p><u>Next steps:</u> MNI secretariat to follow up with the companies' legal counsels to understand level of support and possibility to drive /contribute.</p>
<b>News from the MNI secretariat</b>		<p><b>MNI is hosted since 16 April by MCI:</b></p> <ul style="list-style-type: none"> <li>280 Bd du Souverain, 1160 Brussels, Belgium</li> <li>Phone: +32 2 740 22 22</li> </ul> <p><b>MNI team:</b></p> <ul style="list-style-type: none"> <li>Communication Manager: Elena Miceli – <a href="mailto:elenamiceli@medicalnutritionindustry.com">elenamiceli@medicalnutritionindustry.com</a></li> </ul>

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		<ul style="list-style-type: none"> <li>• Association Manager: Marie Mahieux: <a href="mailto:secretariat@medicalnutritionindustry.com">secretariat@medicalnutritionindustry.com</a></li> <li>• Executive Director: Léa Coulet – <a href="mailto:leacoulet@medicalnutritionindustry.com">leacoulet@medicalnutritionindustry.com</a></li> </ul> <p><b>General Data Protection Regulation:</b> MNI is taking the necessary measures to ensure compliance with the General Data Protection Regulation.</p> <p><b>MNI Working Groups October workshop – call for volunteer to host the workshop</b></p> <ul style="list-style-type: none"> <li>• The June workshop due to take place on 26 June is cancelled due to limited availability of WG members.</li> <li>• The next workshop is confirmed on 17-18 October 2018. MNI members are kindly invited to volunteer to host the workshop.</li> </ul> <p><b>Important dates:</b></p> <ul style="list-style-type: none"> <li>• 8 June: ONCA workshop - Leiden</li> <li>• 19 June: MNI Executive Committee – Schiphol</li> <li>• 25 June: MNI training for NIGs- Frankfurt</li> <li>• 2 Sept: MNI Executive Committee meeting - Madrid</li> <li>• 3 Sept: Joint Session and MNI-NIGs annual meeting - Madrid</li> <li>• 17-18 Oct: MNI workshop – venue tbc</li> <li>• 12-13 Nov: ONCA conference – Sintra -Portugal</li> </ul>