

## MNI activity report Q2 2021

24 June 2021

Topic	Objective	Update on recent developments and next steps
<b>ONCA</b>	Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA)	<p><b>New ENHA Executive Director</b> Niamh Rice stepped down as ENHA Executive Director. Joost Wesseling was nominated new ENHA Executive Director by ENHA Trustees on 18 May.</p> <p><b>ENHA recommendations on Europe’s Beating Cancer Plan implementation</b> ONCA published 7 recommendations for the implementation of optimal nutritional cancer care at EU member state level (<a href="#">read more</a>).</p> <p><b>Next steps</b></p> <ul style="list-style-type: none"> <li>• EHNA will continue contributing to Europe’s Beating Cancer Plan via the European Commission Steering group on Health Promotion and Disease Prevention Cancer sub-group</li> <li>• Nov 2021: Online workshop to maintain contact between countries/initiatives</li> <li>• Nov 2021: EU4Nutrition event to be organised under Slovenian EU presidency</li> <li>• May 2022: Conference in Copenhagen with participation of MoH</li> </ul>
<b>Cooperation with patient groups</b>	Leverage patients voice on nutrition	<p><b>EPF update</b> Lighter agenda on nutrition, excluding nutritional care. EPF is still cooperating with ESPEN to develop lay version of guidelines. Publication timeline still uncertain. Many resources spent in 2020-2021 on capacity building, educating young leaders advocating for patients. No plan so far to investigate on long-Covid-19 symptoms and recovery. MNI wil reconnect with the EPF once the Code of Conduct is published to assess cooperation on nutritional care.</p>
<b>Regulatory affairs</b>	Ensure an appropriate	<p><b>Mapping of global topics</b> Members are consolidating a list of global topics to develop guidance documents for member companies,</p>

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	Regulatory Environment for Enteral Nutrition	<p>setting up common grounds for FSMPs – In progress:</p> <ul style="list-style-type: none"> <li>• Definition FSMPs &amp; composition / innovation</li> <li>• Scientific evidence to support the use of FSMPs in clinical trials and premarket approval</li> <li>• Labelling &amp; nutrition labelling of FSMPs</li> <li>• Manufacturing Standards and Testing</li> </ul> <p><b>Organic FSMPs</b> No progress to report yet.</p> <p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>• Q2-Q3: reply to the European Commission’s questions on Organic Labelling for FSMPs</li> <li>• Q3-Q4: follow-up call with the European Commission on Organic Labelling for FSMPs</li> <li>• Q3: development of a position paper to differentiate FSMPs from dairy products</li> <li>• Q3: FAQs on FSMPs and medical nutrition sector</li> </ul>
<b>Market Access</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>Market Access WG support to COVID-19 Task Force</b></p> <p>The WG is selecting an external agencies to assess the impact of malnutrition in COVID-19 patients in hospital and in post-discharge to homecare and community. This will feed into the work of the COVID-19 TF.</p> <p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>• Q3: findings of the health-economic evaluation of medical nutrition in Covid-19 patients in the continuum of care</li> <li>• Q3: develop a presentation with the key findings of the MNI Oncology Dossier</li> </ul>

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Communication	<ul style="list-style-type: none"> <li>• Raise MNI profile</li> <li>• Position malnutrition as a public health issue</li> <li>• Educate on the role of medical nutrition in disease management</li> <li>• To center communications on 3 focal points: COVID-19, malnutrition in cancer and MN awareness.</li> </ul>	<p><b>COVID-19 and nutritional care</b>  Google ads campaign launched on 24 March continues to date. Objective: increase the views of the COVID-19 webpage. Partial results:</p> <ul style="list-style-type: none"> <li>• 22.046 clicks to the COVID-19 webpage.</li> <li>• Average time spent on the webpage: 57 sec.</li> </ul> <p><b>ONCA campaign on Euractiv</b>  Banner ads campaign on <a href="#">ONCA 7 recommendations</a> for the implementation of optimal nutritional cancer care at EU member state level published on Euractiv from 14 June to 3 July.</p> <p><b>HPN videos campaign</b>  Google ads campaign launched on 15 June. Objective: increase number of views of the HPN video both in English and Polish.</p> <p><b>Social media analytics (1 April – 31 May)</b></p> <ul style="list-style-type: none"> <li>• Social media follow organic growth in Q2: Twitter 5%, LinkedIn 20%</li> <li>• Twitter followers: 740 (goal for 2021 is 1.000)</li> <li>• Top Tweets (most impressions): 1. Quotes from live events 2. ESPEN Guidelines app</li> <li>• Number of tweets in Q2: 49</li> <li>• Twitter profile visits have increased from 396 visits/month in January to 2.225 visits/month in May.</li> </ul> <p><b>Website analytics Q2 (1 April – 20 June)</b></p> <ul style="list-style-type: none"> <li>• Website traffic increased by 261% compared to the same period last year (8.580 unique users in 2020 vs. 16.894 unique users in 2021).</li> <li>• Unique users: 16.894. Average session duration: 1 min. 30 sec.</li> <li>• Top-3 pages visited: Home – COVID-19 – MNI Grant.</li> <li>• Top-5 countries: Spain – Italy – Bulgaria – Portugal – France.</li> <li>• Top-5 acquisition sources: 1. Paid search 2. Organic search 3. Direct 4. Social 5. Referral</li> <li>• Top-5 referral sites: 1. fresenius-kabi.com 2. european-nutrition.com 3. grespen.org 4.researchprofessional.com 5. baxteritalia.it</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>ESPEN-ONCA-MNI Joint Session</b> Confirmed 13<sup>th</sup> September 2021, 11:45-13:00 – online event Theme: cancer. Discussion on speakers in progress.</p> <p><b>2021 MNI Grant</b> CONFIDENTIAL - The MNI-ESPEN joint selection committee has agreed on the 2021 MNI Grant Winner as follows: “An intelligent online platform to predict adverse outcomes from cancer-related malnutrition using the GLIM criteria” submitted by AuSPEN, Australia. The winner will be announced during the ESPEN-ONCA-MNI Joint Session.</p>
<b>Parenteral nutrition and Home Parenteral Nutrition</b>	Raise awareness on the benefits of parenteral nutrition in the ambulatory sector	<p><b>Discharge pathway for HPN patients</b> Awaiting for ESPEN project proposal by end of June.</p> <p><b>HPN Access Mapping</b> After a slow start, the HPN TF is satisfied with the progress on the interview of healthcare professionals. Interviews progress:</p> <ul style="list-style-type: none"> <li>Completed: 20/24 (FR, DE, IT, PL, ES)</li> <li>Booked: 2/24 (NL/BE)</li> <li>Still to be booked: 2/24 (DK, HR)</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>Q3: finalisation of the Report &amp; Infographic on HPN Access Mapping</li> <li>Q4: publication of findings</li> </ul>
<b>National Industry groups / GROW project</b>	Grow the medical nutrition market in Europe	<p><b>GROW</b> The criteria and process for GROW-6 are under consideration and were presented to the Executive Committee on 24 June.</p> <p><b>MNI-NIGs Annual Meeting</b> Monday 27<sup>th</sup> September, 15:00-16:00 CET</p>

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<b>Code of Conduct</b>	Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders	<p>The lawfirm is running an informal check with DG Competition at European Commission.</p> <p><u>Next steps:</u> Q3: publication of the Code of Conduct on MNI Website.</p>
<b>Public Affairs</b>	Advance MNI objectives by leading policy and advocacy initiatives	<p><b>Implementation of the Europe’s Beating Cancer Plan</b> As the Europe’s Beating Cancer Plan now moves into its implementation phase, the PAWG has published recommendations calling upon the EU Institutions and Member States to establish nutritional support as part of optimal and patient-centric cancer care:</p> <ol style="list-style-type: none"> <li>1. Screening regularly for malnutrition.</li> <li>2. Educate the healthcare workforce about nutritional care.</li> <li>3. Make multidisciplinary teams an integral part of cancer management.</li> </ol> <p>MNI attended the first call of the European Commission Stakeholder Group on Cancer and will continue to engage through the Commission’s Health Policy Platform.</p> <p><b>Cooperation with ECPC</b> MNI agreed a financial contribution of €15K to ECPC for the co-morbidities initiative &amp; the nutrition project.</p> <p><b>PA Strategy document</b> The WG finalised a PA Strategy document with the objectives to:</p> <ul style="list-style-type: none"> <li>• Improve visibility</li> <li>• Strengthen the network</li> <li>• Build champions</li> </ul> <p>These will be done through the following strategic engagement pillars:</p> <ul style="list-style-type: none"> <li>• Maximizing Synergies Across the EU Health Policy Debate</li> <li>• Position medical nutrition and the need to have better continuum of care</li> <li>• Demonstrate added value of nutritional interventions for patient outcomes and HC systems</li> </ul>

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		<p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>• Q2-Q3: publication of the EONS #NutriCaNurse Booklet and of scientific article</li> </ul>
<b>COVID-19 &amp; nutrition</b>	Establish the role of medical nutrition in the management of COVID-19 patients	<p><b>Focus group on Hospital Care</b></p> <p>The Task Force approved an extension of the project to include nutritional care in the hospital / ICU to integrate the narrative from hospital to home in the continuum of care.</p> <p>The basis of the hospital narrative would come from the findings of the MNI Market Access Working Group.</p>
<b>News from the MNI secretariat</b>		<p><b>MNI Executive Director</b></p> <p>After seven years successfully driving the MNI as Executive Director, Léa Coulet steps down to start a new chapter of her life. All members have sent her warm greetings and thanked her for the valuable contribution bringing the MNI to a different level.</p> <p>Elena Miceli will be Acting Executive Director during the recruitment and transition phase.</p> <p><b>All MNI meetings in 2021 will be virtual, including the October workshop.</b></p> <p><b>Executive Committee meetings in 2021</b></p> <ul style="list-style-type: none"> <li>• 24<sup>th</sup> June</li> <li>• 14<sup>th</sup> September</li> <li>• 25<sup>th</sup> November</li> </ul> <p><b>MNI Workshops</b></p> <ul style="list-style-type: none"> <li>• 14<sup>th</sup> October</li> </ul>