



ANNUAL REPORT 2023





| Index



Foreword- Angelika Müller, MNI President 6



Key events throughout the year 8



Activities and projects: advancing our goals
and objectives as set in MNI Strategy 9

Raising awareness about medical nutrition 9

MNI Grant 15th anniversary & 2023 awards celebration 9

Future grants 11

The European Patients Forum 20th Anniversary Policy Event 12

Pancreatic Cancer Europe campaign on Nutrition
and Pancreatic Cancer 12

Malnutrition Awareness Week 2023 14

Support to the European Cancer Organisation 14

**Access: safeguarding and enhancing patient access
to Medical Nutrition in the European Union 14**

Unequal access to home parenteral nutrition in Europe –
MNI White Paper 14

Health Economic and Outcomes Research –
oncology model project 16

Labelling of nutritional properties and characteristics of FSMPs 16

Organic Labelling for FSMPs 17

FSMPs Global topics 17

Ensuring proper clinical use of medical nutrition	18
Multistakeholder session “Advancing nutritional care for cancer patients in Europe: progress and perspectives”, Lyon, Wednesday 13 September	18
ESPEN Guidelines & App	20
Home parenteral nutrition – Operational recommendations at patient’s discharge	20
ESSD “Targeted Education to Address Malnutrition and Swallowing disorders (TEAMS)”	20
ESNO “Nurses Roles in Nutrition: Education, Promoting Health and Preventing Disease”	21
Questions and answers of the effectiveness and cost-effectiveness of oral nutritional supplements in frail older people who are malnourished or at risk of malnutrition.	21
ESMO Nutrition and Cancer handbook, 2nd edition	22



EU Public Affairs: positioning Medical Nutrition on the EU health agenda 23

Europe’s Beating Cancer Plan and medical nutrition	23
Non-Communicable Diseases (NCDs) and medical nutrition	24
Critical Medicines and medical nutrition	24
Mental Health and medical nutrition	24
Clinical Trials and medical nutrition	25
EU pharmaceutical legislation	25
MNI European elections Manifesto	25



Communication

26

New Logo	26
MNI New Website	26
First MNI Annual Report	26
Increase visibility on X (formerly Twitter) and LinkedIn	27
Creation of MNI thought leadership series	28
Weekly EU health policy monitoring	28



Governance

29

MNI members	29
The Executive Committee	29
Secretariat	30
MNI workshops	31
MNI Strategy 2023-2027	32



Financials

33



Foreword - Angelika Müller, MNI President



“Medical nutrition is an indispensable element of good care and treatment, and yet, it seems to be a missing link too often in patients’ care pathway or in new healthcare policies”

Dear friends,

As we see the sector evolving tremendously, through change in leaderships, internal companies’ re-organisation, adaptation to the aftermath of a pandemic and new pieces of European legislation that will challenge our practice, I am pleased to have embarked in a two-year chair(wo)manship of MNI.

MNI embraces each challenge in its life as an opportunity for self-transformation, and our aim through the first year of the MNI Strategy implementation is to demonstrate that indeed we are not shy of evolving and supporting new projects that will ultimately make a positive impact on nutritional care for the benefit of patients, their carers, and the whole society.

In this report you will read about our activities throughout 2023 that could not have happened without the support and input of our invaluable members experts and Secretariat. I was particularly impressed during our autumn workshop by the quality of our discussions, our advancements through mutual brainstorming and genuine cooperation as we designed our plans to move closer to achieving our goals.

I am convinced that through our work on regulatory and public affairs, on supporting science and research, on communicating and demonstrating the value of medical nutrition as a cost-effective intervention, nutritional care will soon get the attention it deserves, for a lasting impact on healthcare and patients.



*Angelika Müller,
President of MNI*

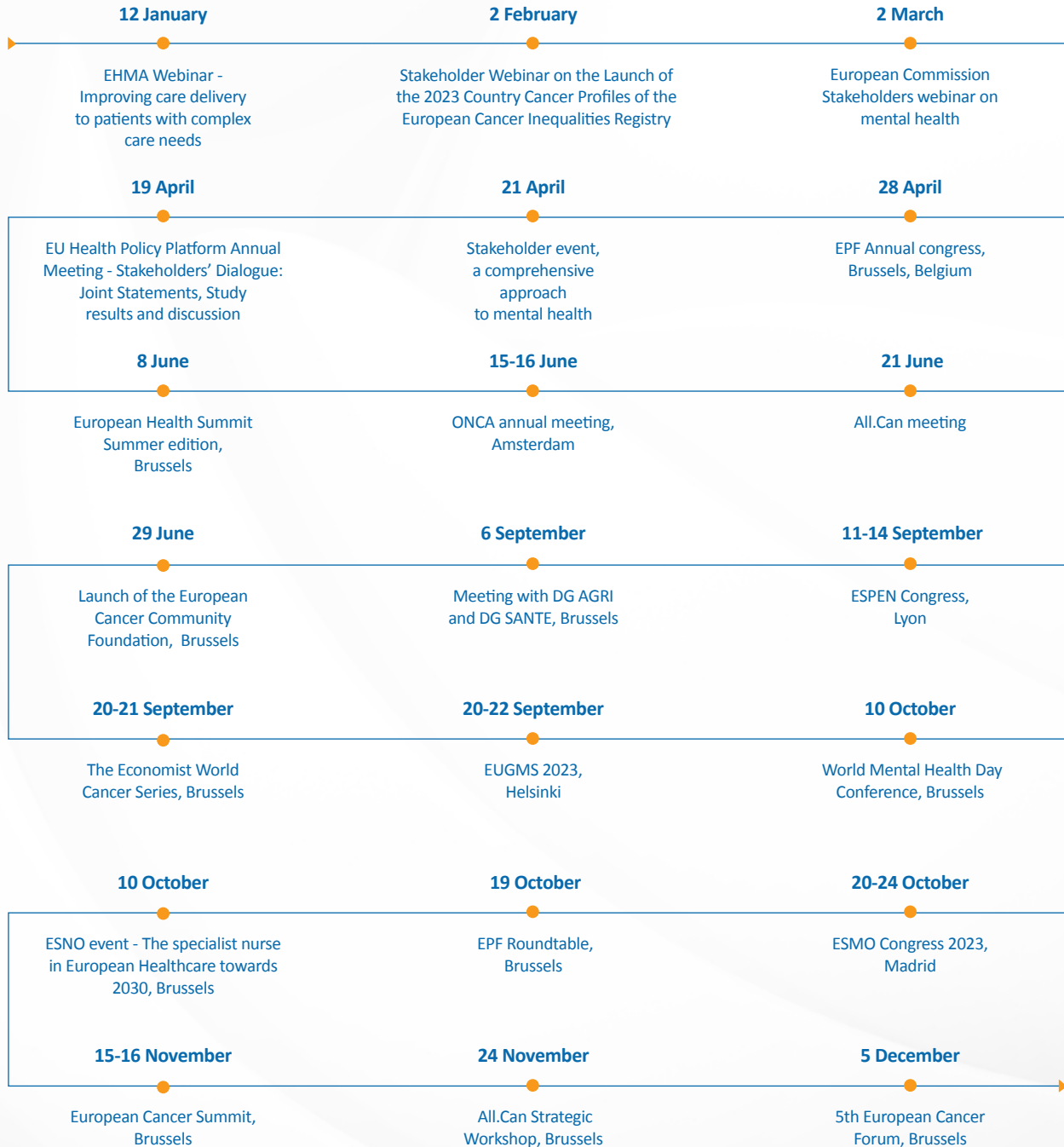
I look forward to a fruitful 2024 which will see MNI focus its efforts on updating and collecting new data through a refresh of its Medical Nutrition Dossier, on EU elections, on home nutritional care, on campaigning during the Malnutrition Awareness Week, on cooperating with likeminded organisations in the field of cancer, cardiovascular diseases, mental health and healthy aging, as well as pursuing our work on regulatory field for FSMPs.

I would like to thank everyone who has contributed to our success this year, including our staff, volunteers, and supporters.

To conclude, let's remind ourselves that things turn out best for the people who make the best of the way things turn out as we will no doubt face challenges and obstacles, only for us to grow stronger and better!



Key events throughout the year





Activities and projects: advancing our goals and objectives as set in MNI Strategy

Raising awareness about medical nutrition

MNI Grant 15th anniversary & 2023 awards celebration

In 2008, MNI launched the MNI Grant to raise awareness on malnutrition and to reward initiatives tackling malnutrition at national level. Over the years, the MNI Grant has supported or stimulated ambitious initiatives – endorsed by PEN societies worldwide – which have contributed to improving nutritional care policies at the national level. To celebrate the 15th anniversary of the MNI Grant, a short video was published to honour all past winners and to provide advice to future applicants for a successful submission.



[15th anniversary video](#)

In 2023, MNI received 15 high-quality submissions from all over the world, all of which were reviewed carefully by a panel of representatives from both MNI and ESPEN. The MNI Grant reviewers were particularly impressed with two outstanding projects that received unanimous consensus. As a remarkable gesture marking the 15th anniversary since the launch of the MNI Grant, both exceptional projects were simultaneously recognised. Each of the successful applications received the prize of €30.000, paid through the relevant PEN Society.

The awards were consigned by MNI President, Angelika Müller, to Prof. Marcin Folwarski from Medical University of Gdansk, and to Dr. Varma Shilpa from Fortis Hospital, Noida/Mumbai during the MNI Grant Ceremony held at the 2023 ESPEN Congress on 13 September 2023 in Lyon, France.

The winners will be asked to report back on progress made with their projects in 24 months. For more information about [POLSPEN](#) and [IAPEN](#) please visit their respective websites.

The winning projects were:

a) **“Passport to health. Nutritional self-assessment. Empowerment of the patient and primary care health professionals.”** submitted by Polish Society for Parenteral, Enteral Nutrition and Metabolism (POLSPEN)

[View poster](#)

The aim of the project is to create an ‘airport-like’ check-in for patients seeing a physician with an online tool for self-assessment of nutritional status. A “nutrition passport” will be generated on the website with the screening result and a QR code directing the patient and physician to the knowledge base. Online activities in the knowledge base will be associated with the screening record. Patients and physicians will be surveyed about the knowledge gained and the treatment initiated.

The goal is to promote early nutrition screening and intervention. The strategy is to develop a patient-centred educational model supported by a simple online self-assessment tool. A web knowledge base with basic information and algorithms will be also addressed for primary care health professionals.

b) **“Structured Medical Nutrition Training to identify Malnutrition”** submitted by the Indian Association for Parenteral and Enteral Nutrition (IAPEN)

[View poster](#)

The project aims to train 10,000 healthcare professionals over three years across India to identify and diagnose malnutrition via specially trained multidisciplinary task force and a structured training module. The training module would encompass definition of malnutrition, impact of malnutrition and tools for screening and assessment of malnutrition.

MNI would like to acknowledge the other high-level applications received.



Future grants

The 2024 MNI Grant criteria were announced by MNI Executive Director, Catherine Hartmann, during the grant Ceremony in Lyon on 13 September 2023. **Starting from 2024, MNI will mark this award with an increased reward of €40,000 to a national initiative or research project for Optimal Nutritional Care.**



More information on MNI Grant webpage can be found [here](#).



Watch the video of the MNI Grant

The European Patients Forum 20th Anniversary Policy Event

MNI is committed to supporting patients' groups who include nutritional care in their key focus. It is particularly interested in partnering with associations, such as EPF, who integrate nutrition as a horizontal topic, of concern to (potentially) all patients. This year, MNI co-sponsored its 20th Anniversary Congress and policy event, held in April in Brussels.

The 20th Anniversary Policy Event:

- Celebrated EPF's key achievements in health policy and practice
- Drew learnings from EPF's organisational journey
- Co-designed, together with their members and broader stakeholder community, a vision for the future of the European patient community

More information on [EPF's website](#).

Pancreatic Cancer Europe campaign on Nutrition and Pancreatic Cancer

In 2022, MNI provided funding to PCE to carry out a [campaign on nutrition and pancreatic cancer](#), lasting until mid-2023. The campaign comprised a booklet and seven infographics addressing – among other topics related to nutrition – malnutrition, medical nutrition, and home parenteral nutrition.

With a 37.4% increase in followers, the campaign demonstrated its ability to connect with and engage pancreatic cancer patients, caregivers, and healthcare professionals. The substantial growth in followers indicates the campaign's effectiveness in delivering valuable nutrition-related information and support to those affected by pancreatic cancer.

In 2024, MNI is providing additional funding to PCE to further disseminate the key information about the importance of nutritional care in pancreatic cancer patients across different regions.



Malnutrition Awareness Week 2023

With the aim to raise awareness about disease related malnutrition towards lay audience too, MNI developed and posted key messages for one week, from 6 November on its social media accounts. MNI communicated on:

How to treat disease related malnutrition (undernutrition), sharing the key elements of nutritional care

The risks of malnutrition for patients with cancer

The importance of FSMPs (Foods for Special Medical Purposes) in combating this disease, sharing the SNE-MNI brochure on how to recognise FSMPs

What disease related malnutrition is, posting a video of Patrick Kamphuis, MNI Executive Committee member

This campaign was successful with more than 9,000 impressions on LinkedIn, numerous “likes” and shares and new followers gained on X (formerly Twitter).

[A website post](#) also showcased our action during MAW.

The infographic features the MNI logo in the top right corner. It is divided into three horizontal sections by thin blue lines. The first section is titled 'Incidence' and includes an icon of three stylized human figures. The second section is titled 'Cost' and features a large '€17 billion' icon. The third section is titled 'Multidisciplinary Care' and includes an icon of a patient lying on a hospital bed with a drip stand.

Malnutrition Awareness Week
MALNUTRITION IN CANCER CARE

Incidence
1 in 3 cancer patients are likely malnourished as a result of their diagnosis and/or treatments.

€17 billion Cost
Cancer-related malnutrition costs -€17 billion a year in the EU.

Multidisciplinary Care
Dietitians and nutritionists are consistently excluded from cancer care teams. Left untreated, malnutrition decreases quality of life and rates of survival for patients.

Support to the European Cancer Organisation

MNI attended the European Cancer Organisation (ECO) Summit in Brussels in November, launching their campaign entitled “Time to accelerate”. This was an opportunity for MNI Secretary General to meet with key opinion leaders in the field and to share its key asks in relation to malnutrition affecting patients with cancer. On this occasion, Catherine Hartmann signed the ECO Manifesto.



Access: safeguarding and enhancing patient access to Medical Nutrition in the European Union

Unequal access to home parenteral nutrition in Europe – MNI White Paper

In January 2023, MNI published a White Paper on “Factors contributing to unequal access to home parenteral nutrition in Europe”

[View poster](#)



Despite the proven benefits of home parenteral nutrition (HPN), the extent to which it is used across Europe varies markedly. Reasons for this include:

- The absence of legislative frameworks to support the provision of HPN
- Inconsistent enforcement of legislation when such a framework does exist
- Mixed acceptance and implementation of HPN clinical guidelines
- A lack of reimbursement for the intervention

MNI sought an up-to-date understanding of the current landscape of HPN use across Europe, specifically among adult patients falling within one of the ESPEN-defined categories of patients suitable for HPN. A qualitative survey was therefore carried out by an independent agency, for a total of 22 interviews across nine European countries including Belgium, Croatia, Denmark, France, Germany, Italy, Netherlands, Poland, and Spain. Stakeholders of interest were clinicians, specialist nurses, or academic HPN experts. In each country, at least one payer or policy-maker was interviewed.

This white paper presents the key findings of the survey, outlining how the lack of common legislative frameworks, inconsistent implementation of clinical guidelines, and varying levels of reimbursement are undermining access to HPN among patients in Europe that would otherwise benefit from it.

With the goal of achieving equal patient access to HPN across Europe, MNI through this Paper published three key calls to action:

1

Common frameworks for supportive legislation need to be established and HPN clinical guidelines must be more consistently implemented, together with a further reimbursement for HPN. The management, organisation, and delivery of HPN all need to improve.

2

Greater efforts are needed to better educate and inform decision-makers of current evidence and expert opinion in treatment guidelines. Improving adherence with treatment guidelines will lead to improved access to HPN among those patients who need it. ESPEN guidelines provide evidence-based recommendations on the appropriate and safe use of HPN. Nonetheless, the degree to which these guidelines are used across Europe varies.

3

Payers need to address setting, indication, and regional reimbursement limitations to improve patient access to HPN.

Health Economic and Outcomes Research – oncology model project

Under the guidance of MNI’s Market Access Experts, a Health Economics And Outcome Research (HEOR) model for the prevention of disease related malnutrition (DRM) in oncology patients was developed, with the theme: “Health Economic analysis of medical nutrition for oncology patients who are at risk of malnutrition”. The clinical inputs were the probability of disease related malnutrition and health-related quality of life.

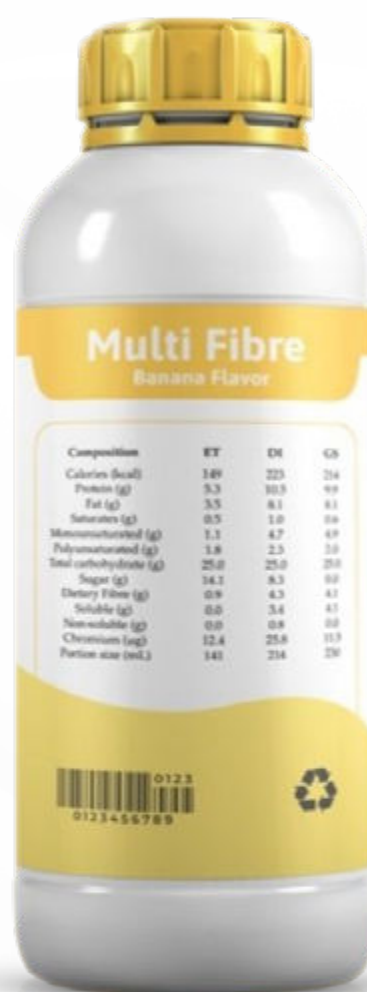
The outcomes of this assessment were presented to MNI members in April 2023 and an abstract drafted in December, which demonstrates the benefits of medical nutrition for patients with cancer treated outside of hospital. The model itself is a tool to be used only by MNI members.

Labelling of nutritional properties and characteristics of FSMPs

MNI continued during the year, jointly with Specialised Nutrition Europe (SNE), its work on supporting the implementation of the regulatory framework for labelling Foods for Special Medical Purposes (‘FSMPs’).

Although FSMPs’ are subject to the general labelling rules applicable to all foods, there are some additional labelling provisions and derogations in the FSMP Regulation which lay down and explain why labelling of FSMPs has its own specificities. The labels on FSMPs are intended to provide information both to consumers (patients) and Healthcare Professionals (‘HCP’). The use of the products under medical supervision and on the recommendation of a HCP means that consumers are not at risk of being misled by any additional information on the label intended to inform the HCP.

The differences between labelling of general foods and FSMPs are not always well understood, and this has been exacerbated by the implementation of Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods (‘Claims Regulation’). To help understand the distinctions between the two, MNI and SNE have worked on their interpretation of the FSMP Regulation taking into consideration the appropriate use of FSMPs in clinical practice.



SNE and MNI conclude:

1. Nutritional properties and characteristics of FSMPs are different from nutrient content claims on general foods.
2. Nutritional properties and characteristics can be clearly and prominently labelled on the front of pack and this should not be confused with voluntary front of pack nutrition labelling for general foods or nutrient content claims.
3. The rationale for the nutritional composition and the function of nutrients in the dietary management of diseases or medical conditions is clearly different from a nutrition and health claim on general foods – which describes the role of a nutrient in health.
4. The indication of the key product characteristics or the indication for the product may be described in the name of the FSMPs to inform the patient and HCP of the appropriate use.

MNI and SNE intend to develop educational material to help the various actors in the food chain to better understand the category of FSMPs and the applicable labelling rules, based on the above view.

Organic Labelling for FSMPs

In September, an MNI-SNE delegation met the European Commission (DG SANTE and DG AGRI) to discuss the possibility for FSMPs to be claimed as organic, where feasible. MNI has commissioned independent research to “Des Enjeux et des Hommes” (part of the Ecocert group in France) to respond to questions the European Commission had posed in the past in terms of agricultural ingredients used in FSMPs, their source and availability in organic forms; the demand in the EU; the regimes outside the EU, such as in the US, Australia and New Zealand. The outcome of the research shows the feasibility to support EU citizens, whether patients with medical conditions or consumers with specialised nutritional needs, with organic FSMPs products.

During the meeting attention was paid to the technical and legal leads on how to technically industry can achieve this goal. As next step, industry needs to provide the necessary information on the technical hanging questions to the European Commission in order to consider proceeding forward, and prior to start any regulatory procedure with the other EU Institutions.

FSMPs Global topics

MNI has compiled – for internal use only – a live repository of reference documents – comprising all documents produced by MNI, SNE, and ISDI, as well as reference to regulatory texts in relation to the definition of FSMPs and explanation of the category; guidance on interpretation of regulatory texts; scientific evidence to support the use of FSMPs; clinical trials and pre-market evaluation, labelling of FSMPs; code of conduct with healthcare professionals; stability testing requirements for FSMPs, including variations. This is intended to support the membership across a variety of topics applicable to FSMPs in Europe and beyond.

Ensuring proper clinical use of medical nutrition

Multistakeholder session “Advancing nutritional care for cancer patients in Europe: progress and perspectives”, Lyon, 13 September



“We don’t want to make noise – We want to create a voice!”

*Alessandro Laviano,
Chair of
the ESPEN Task
Force on cancer*



On 13th September 2023, several stakeholders gathered during the [ESPEN Congress](#) to present and discuss how to advance nutritional care for patients with cancer in Europe.

Rocco Barazzoni, ESPEN Chair, and Annemieke Van Ginkel-Res, EFAD President (European Federation of Associations of Dietitians), introduced the importance of nutritional interventions in cancer care and its transferability to other disease areas. Alessandro Laviano, Chair of the ESPEN Task Force on cancer, moderated the session highlighting the importance of cooperation and the importance of each stakeholder in the fight against cancer. Richard Price, Head of Policy at European Cancer Organisation (ECO), highlighted the work done at EU policy level and various initiatives and how to include nutritional care into the picture. Jann Arends, member of both ESPEN and ESMO (European Society for Medical Oncology), highlighted the importance of both ESPEN and ESMO guidelines on nutrition for cancer patients and the role of multi-disciplinary cooperation. Diana Cardenas, ESPEN member, indicated milestones and progress on the ambitious goal by key PEN societies across the world to establish nutritional care as a human right. Olle Ljungqvist, Chair of ENHA (European Nutrition for Health Alliance), mentioned their initiatives to enhance implementation at European and national level. The Panel discussion was followed by the announcement of the 2023 MNI Grant winners by MNI President, Angelika Müller.

Key takeaways:

We can only advance cancer care – for the benefit of cancer patient, her/his quality of life, and society as a whole – only by working all together.

We now have effective tools to treat cancer-related malnutrition and we all must be committed to the implementation of nutritional interventions in clinical practice.

What we have available for cancer now, from policies to clinical practise, can be transposed to any other disease or condition to tackle malnutrition.

In 2024, the annual multistakeholder session will be replaced by a webinar to be held separately from the ESPEN Congress.

ESPEN Guidelines & App

In 2022 MNI continued its financial contribution to the dissemination of the ESPEN Guidelines through their Application. The funds allowed ESPEN to complement the App with additional guidelines in 2023, as well as to upgrade the App and include new features to improve users' experience, like the sharing option and inclusion of a news section related to the guidelines. For more information and to download the ESPEN App – available for mobile, as well as a [web-based version](#).

Based on industry's expertise in different areas of nutritional care, during 2023 MNI provided comments for consideration to ESPEN to their guidelines on nutritional support for polymorbid medical inpatients (update 2023), on nutrition in dementia, and to the ESPEN-ESPGHAN-ECFS guideline on nutrition care for cystic fibrosis. The content of any ESPEN guideline remains in the hands of the medical society and independent from industry. All ESPEN Guidelines are available on [ESPEN website](#).

Home parenteral nutrition – Operational recommendations at patient's discharge

MNI provided a financial contribution to the ESPEN Special Interest Group on home artificial nutrition and chronic intestinal failure (HAN & CIF SIG) for the dissemination of the content of a manuscript – intended for open-access publication – on operational recommendations at discharge of patient with home parenteral nutrition independently drafted by ESPEN, based on ESPEN HPN guidelines. This financial contribution is intended to promote a variety of activities in the course of 2024.

ESSD “Targeted Education to Address Malnutrition and Swallowing disorders (TEAMS)”

MNI provided funding to the [European Association on Dysphagia and other swallowing disorders](#) (ESSD) for a project on “Targeted Education to Address Malnutrition and Swallowing disorders (TEAMS)” addressed to healthcare professionals and students across Europe.

The TEAMS project will define the most relevant educational needs regarding the relationship between dysphagia and malnutrition among healthcare professionals, using a web-based survey. The findings from this survey will serve as the basis for the next phases of the project which aim to educate healthcare professionals on multidisciplinary nutritional care among dysphagic patients through a webinar and a symposium at the annual ESSD Congress. It will also guide future policy making and influence clinical practice on nutritional care across Europe.

The survey, available in 7 languages, was launched at the end of 2023 with a survey, running until the end of the year, with the goal of reaching 1000 medical professionals and students. The outcome of the survey will be analysed and shared in the course of 2024.

ESNO “Nurses Roles in Nutrition: Education, Promoting Health and Preventing Disease”

MNI supports the European Specialist Nurses Organisation (ESNO) project which intends to first assess the knowledge of specialist nurses in nutritional care. The agreement, signed in 2023, will be fully deployed in 2024. It will start with a three-steps comprehensive series of survey, which will assess the current awareness levels and understanding of nursing and nutrition among different demographics.

The target audience of the survey are ESNO members and their constituency and associates, and the individual first-line support.

Based on the survey, a report will be developed with a summary of outcome (using both quantitative and qualitative data). The report will include recommendation for next steps related to education and other activities, such as academic curriculum, policy related to standardisation of education, certification, and the recognition of qualification. This recognition will be presented in the scope of professional quality assurance. The report will also explain how these recommendations align with the MNI priorities. They will be addressed in SMART method.

The insights gained will guide ESNO in tailoring educational resources and other content to address specific needs and challenges faced by ESNO’s target audience. The survey will provide substantial information to a ‘ESNO Nurses Guide’. The development of this guide is also instrumental for advocacy and educational opportunities such as webinars.

Questions and answers of the effectiveness and cost-effectiveness of oral nutritional supplements in frail older people who are malnourished or at risk of malnutrition.

MNI have developed for its members and internal use only a set of questions and answers to provide insight into aspects of effectiveness and cost-effectiveness of oral nutritional supplements in frail older people who are malnourished or at risk of malnutrition and how it may be interpreted in the context of the management of patients with frailty and malnutrition at clinical practice and policy level. The document is structured as ten sections giving background to why this review was undertaken, the review process, and detailed aspects of the review including methodology, results, and conclusion.

ESMO Nutrition and Cancer handbook, 2nd edition

MNI is proud to have partnered with the European Society of Medical Oncology (ESMO) for the first time to support the dissemination of the 2nd and updated edition of their Nutrition and Cancer handbook during the ESMO congress, in October in Madrid. MNI support was on the dissemination of the publication and included the distribution for free of 3.000 hard copies during the congress for ESMO members and non-members, and the availability of free download of the PDF version online, during the time of the congress. The book was very popular with the delegates at the ESMO booth and was one of the major reasons for visits to the booth. All the printed copies were distributed by the second day of the congress. Subsequently, ESMO staff at the booth counter referred delegates to the digital version on the virtual congress platform (VCP) when they were able to request a copy.



Promotion of the distribution included:

- via the virtual congress bag on the VCP, where the entry regarding ESMO Publications (including the Nutrition handbook) was the number 2 item viewed (only beaten by the Pocket Guidelines entry)
- via the Publications page itself on the VCP
- through social media posts on LinkedIn and X
- through publications flyer for delegates with details of where to collect the various material in print and digitally on the ESMO Events App
- through e-campaign to registered congress delegates on 12 October informing about distribution.



EU Public Affairs: positioning Medical Nutrition on the EU health agenda

MNI significantly increased its activities in public affairs to deliver on its mission and pursue its work on informing EU policy makers, for them to make an informed decision when designing health policy which concerns or embraces nutritional care.

Europe’s Beating Cancer Plan and medical nutrition

One of the main health initiatives of the EU Commission is Europe’s Beating Cancer Plan (EBCP), an ambitious plan that placed oncology at the forefront of the EU policy agenda. MNI built on last year’s success on the report published by the European Parliament Special Committee for Beating Cancer (BECA), which calls on the Member States to develop recommendations for incorporating clinical nutrition into all aspects of cancer care, including treatment, support, and research, to further emphasise the importance of malnutrition related to cancer and cancer treatment.

In particular:

MNI published a policy [statement](#) on World Cancer Day in February, relaying the MNI call to integrate nutritional care in cancer treatment.



During **Malnutrition Awareness Week**, MNI actively aimed to raise awareness on the importance of disease-related malnutrition, highlighted the risks of malnutrition for patients with cancer.

Additionally, **MNI contacted DG SANTE** to address concerns around the EU Inequalities Registry, raising the issue that the current registry lacks data on cancer-related malnutrition.

This goes together with the support MNI provided to events and organisations focusing on the same topics (see further details in this report): ESMO, ECO and PCE.

Non-Communicable Diseases (NCDs) and medical nutrition

Another important activity carried out by the European Commission in 2023 was “Healthier together – EU non-communicable diseases (NCD) initiative” to support EU countries in identifying and implementing effective policies and actions to reduce the burden of major NCDs and improve citizens’ health and well-being. MNI answered the European Commission [consultation](#) on actions needed in the field of medicinal nutrition and NCDs. Additionally, contributing to the European Parliament own-initiative report on NCDs, MNI addressed the Members of Parliament, for them to include the importance of screening in disease-related malnutrition (DRM) and of multidisciplinary care and training. The final text remained high level and did not include DRM.

Critical Medicines and medical nutrition

In March, MNI wrote to the European Commission Directorate General on Health (DG SANTE), Directorate of Agriculture, and the European Medicines Agency (EMA) to share its concerns regarding the supply shortages of critical ingredients for medicinal nutrition. The EMA answered MNI’s letter and MNI is currently in the process of following up with a newly formed Critical Medicines Alliance.



Mental Health and medical nutrition

The European Commission published the EU Mental Health Strategy in 2023.

In preparing the strategy, the EU Commission launched a public consultation (‘Call for Evidence’). MNI [answered](#) this call for evidence, underlining the important of screening on nutrition to combat malnutrition in patients with mental health issues. MNI shared the evidence demonstrating that people with mental health issues are at higher risk of malnutrition and that mental health facilities are not properly screening their nutritional conditions.

Clinical Trials and nutritional status of the patient

The Clinical Trials Information System (CTIS) is a system that supports interactions between clinical trial sponsors (researchers or companies that run a clinical trial and collect and analyse the data) and regulatory authorities in the EU Member States and EEA countries, throughout the lifecycle of a clinical trial. MNI issued a [statement](#) that the CTIS does not include a mandatory assessment of the nutritional status of the patient during and after the trials.



EU pharmaceutical legislation

The European Commission published their proposal, which will shape the future of research, development, and manufacturing in Europe, on 26 April 2023. The proposal is unfavourable to industry impacting IP, incentives, and innovation. Especially the reduction of Regulatory Data Protection (RDP) is a sensitive issue. The proposal is currently being discussed by the European Parliament and Council.

MNI fully briefed its members on the proposals and closely monitors political developments on the files, to report weekly to its members.

MNI European elections Manifesto

MNI has developed a Manifesto for the upcoming 2024 European Parliament elections after consulting its members through workshops and Committee meetings, with the following asks:

Include early malnutrition screening in health policy plans

Recognise that nutritional care may improve health outcomes

Fight inequalities of patient access to nutritional care

Consider nutritional interventions as an investment in health

Ensure the adequate clinical use of nutritional interventions

Finalised at the end of 2023, its promotion and dissemination are planned throughout 2024.



Communication

Throughout the year, MNI developed communication plans and schedules as a key element of the association's mission to raise awareness about the importance of nutritional care. We defined our goals and target audiences and focus our efforts on specific objectives.

MNI designed clear and consistent messages tailored to our audiences to communicate MNI's mission and values and highlights the impact of the association's work.

Additionally, MNI regularly monitored and evaluated its communication to measure the effectiveness of our strategies and make data-driven decisions.

New Logo

MNI has adopted a new and modernised logo, which will be used for all its official communications, including the MNI website, social media, and official documents & statements.



MNI New Website

MNI has launched its new website, featuring an improved structure with the aim of streamlining MNI's narrative and providing a clear overview of MNI's mission and project. In line with the overall style and feel of MNI, it provides a more modern look in line with the new logo and visual identity agreed upon in 2023. The new corporate identity reflects the ambitious goals laid out in the MNI strategy and focus on the upcoming EU elections, which provides a unique opportunity to engage with new partners, stakeholders, and policymakers.

[View Website](#)

First MNI Annual Report

MNI published in 2023 its first Annual Report (for the previous year) to facilitates engagement with stakeholders, building relationships, keeping them informed, and encouraging their support.



Increase visibility on X (formerly Twitter) and LinkedIn

In August, MNI commissioned a social media listening exercise to identify ways to maximise MNI’s visibility on social media. This analysis notably provided recommendations for engagement with MNI’s target audiences, reinstating the necessity to:

1

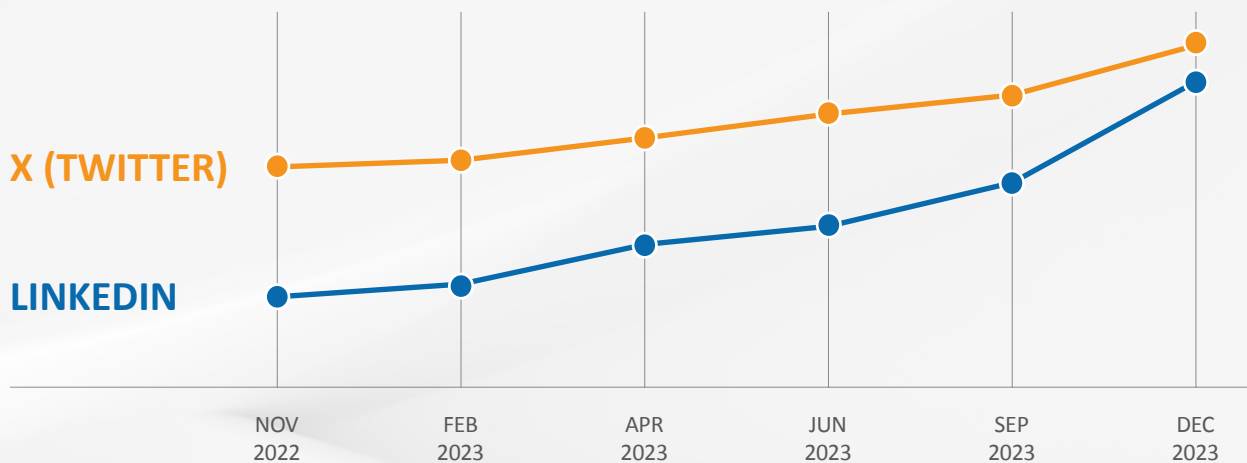
maximise the use of existing content and develop new communication tools (e.g., illustrations, infographics, thought-leadership pieces)

2

develop a clear communication roadmap to ensure the visibility of key deliverables (e.g., HPN White Paper, MNI 5-year Strategy, MNI Manifesto)

This analysis was followed by the development of a tailored communication plan, which relied on steady posting and the development of additional visual formats (e.g., gifs, videos) as well as guidelines for engagement with stakeholders on social media (i.e., tags). MNI made sure to capitalise on key momenta (e.g., international days or the release of MNI deliverables). Stand-alone communication plans were developed for major 2023 milestones, such as the 15th anniversary of the MNI Grant where MNI conducted video interviews of past winners and produced a wide array of supporting materials to encourage audiences to apply for the grant (15th anniversary video, quote cards, written article).

Altogether, this helped drastically raise MNI’s follower base and profile on social media in 2023.



Creation of MNI thought leadership series

The MNI thought-leadership series is a LinkedIn-based project which was created in Q4 2023 to spotlight MNI's leadership and expertise in the field of nutritional care while contributing to policy shaping activities.

It consists in monthly opinion pieces penned by MNI experts (e.g., project leads or Executive Committee members) to provide a deep dive of the trade association's positioning on topical issues such as the importance of screening for DRM and value of medical nutrition, nutritional care in cancer treatment, HPN access and reimbursement etc.

The series aims to increase visibility on the importance of medical nutrition as an integrated part of the care continuum while personifying MNI as a trade association and show structural expertise (e.g., project leads).

The first article was drafted by Catherine Hartmann, MNI's Executive Director and entitled "[A look at 2024](#)". It addresses 2024 policy priorities for the nutritional care community in the context of the upcoming EU elections.

Weekly EU health policy monitoring

The MNI Secretariat shared every week through with its members and experts its "EU Monitor" messages, short updates on files and initiatives being discussed or adopted by the European institutions of potential interest to MNI.



Governance

MNI could not function effectively without dedicated and active volunteers who are guiding and advising on the functioning of the association, as well as providing invaluable input and expertise to develop and implement its numerous initiatives, in support of the MNI secretariat and team.

MNI members

MNI is a trade organisation, which members are companies manufacturing and providing medical nutrition (Full) or active in the field (Associate)

In 2023, Members were:

Abbott, Baxter, Bbraun, Fresenius Kabi, Nestlé Health Science, Nutricia/Danone – Full members
Fonterra and Micrel – Associate members



The Executive Committee

MNI is not-for-profit association under Belgian law, with headquarters in Brussels. It was originally created in 2005. The association's statutes were modified in 2022 to aligned with new Belgian rules and may be consulted on MNI's website.

The association is governed by the General assembly and administered by the Executive Committee. All Full members have a seat at these two bodies. The Executive Committee meets at least four times a year and is responsible for the management of the Association within the guidelines and broad directives defined by the General Assembly. It ensures the administration and running of the Association with the support of the Secretariat, in charge of the daily management of the organisation.

In 2023, the Executive Committee was composed of (in alphabetical order of members):

- Rodrigo Ferreira – Abbott
- Manuela Schaflechner – Baxter
- Angelika Müller – B.Braun
- Jos Simons – Fresenius Kabi
- Anna Mohl – Nestlé
- Patrick Kamphuis – Nutricia/Danone

Secretariat

The Executive Committee nominates the Executive Director and Secretariat to run the daily operations, administration, activities, excluding those tasks exclusively reserved to the General Assembly or the Executive Committee. The mission, role, and responsibilities of the Executive Director and Secretariat are defined further in a Statement of Work.

In 2023, the secretariat was composed of:

- Catherine Hartmann, Executive Director
- Elena Miceli, Project Manager

with the support of DGA- Dentons Global Advisors:

- Yves Brand, Public Affairs
- Louise Pilot, Public Affairs
- Angela Meurer, Association Manager
- Gloria Botton/Sara Sorouri/Bori Csala/Saree Jourdain, Association Coordinators

MNI workshops

MNI experts participating to the Working Groups meet all together twice a year in internal workshops to exchange on the various projects and activities, to create synergies and avoid working in silos, and to brainstorm on how to bring forward MNI priorities. In 2023 MNI held two internal workshops in Brussels, one in March and one in October. During the March meeting, experts really highlighted that the justification and amount of funding for a project shall closely depend on the level of synergy that the project has with the MNI priorities. They also agreed on the need to have a detailed analysis of the impact of MNI communications. The participants agreed to update the MNI medical nutrition dossier with new evidence; the layout shall be reviewed to make it more interactive. In October, the experts discussed and put together the draft 2024 work plan, as well as the MNI Manifesto in view of the 2024 elections of the European Parliament and new European Commission taking office. Members narrowed down the review of the MNI medical nutrition dossier to kick-start in December. The meeting was the occasion of a brainstorming on how to advance home nutritional care.



MNI Strategy 2023-2027

In February, MNI launched its first five-year strategy, the end result of an in-depth reflection conducted by the Secretariat with all member and experts of MNI, and with the support and feedback from partners.

The Strategy draws conclusion from the current global health context and assesses opportunities for the field of medical nutrition. It reflects on MNI's governance, partnerships, membership and internal functioning, reiterating our focus on exchanging best practices and expertise. This will notably be achieved by supporting projects & joint initiatives to reach disease-related malnutrition-friendly policymaking and health systems.

MNI delivers on its mission of securing a safe and sustainable supply of high-quality nutritional care to patients suffering from disease-related malnutrition through three strategic priorities:

- Raising awareness about disease related malnutrition,
- Ensuring proper access to medical nutrition,
- Ensuring the proper clinical use of medical nutrition.

The Strategy additionally advances advocacy, legal and communications as cross-cutting activities to be streamlined across projects. All work is accompanied by a communication strategy.

[View online](#)





Financials

List of projects funded by MNI in 2023

Organisation	Title of the project	Description	Amount in €	Status	MNI Strategic Objective (SO)
All.Can	Cancer Efficiency Metrics Implementation Plan	The Cancer Efficiency Metrics Implementation Plan is structured in three phases, as follows: Phase 1: Policy Heatmap Phase 2: Cancer Efficiency Metrics Implementation Guide Phase 3: Piloting implementation	€20.000	Heatmap finished. Implementation plan in progress.	SO2
ENHA - European Nutrition for Health Alliance	ONCA – annual meeting plenary session	The EU4Nutrition Plenary Session will contribute to better-informed decision makers, having nutritional care on the EU agenda and connecting the EU and local level through a Pan-European approach to support implementation.	€42.876	Finished	SO1
EPF – European Patient Forum	Annual congress sponsorship	Support to congress <i>round-table</i> discussion	€10.000	Finished	SO1
ESMO - European Society For Medical Oncology	ESMO Handbook on Nutrition and Cancer (2nd edition)	Dissemination and distribution at ESMO 2023 congress and online	€29.750	Finished	SO1, SO3

- MNI Strategic Objective 1 (SO1): Raising the importance of medical nutrition in the care pathway
- MNI Strategic Objective 2 (SO2): Safeguarding and enhancing patient access of medical nutrition in the European Union
- MNI Strategic Objective 3 (SO3): Ensuring the proper clinical use of medical nutrition

Organisation	Title of the project	Description	Amount in €	Status	MNI Strategic Objective (SO)
ESNO – European Specialist Nurses Organisation	Nurses Roles in Nutrition: Education, Promoting Health and Preventing Disease	The ultimate goal is to empower nurses by providing them with the necessary tools and knowledge to make informed choices related to nutrition and nutritional care with emphasis on elderly, chronic and in cancer patients. Through an explorative survey, ESNO intends to engage nurses from all specialties in thought-provoking activities on the importance of nutritional interventions for the future. The explorative survey will serve as a cornerstone for recommendation towards competence building.	€5.000	Survey launched in February 2024	SO1, SO3
ESPEN – European Society for Clinical Nutrition and Metabolism	Dissemination of operational recommendations for the implementation of the ESPEN HPN guidelines	<p>Production of ESPEN <i>fact-sheets</i> to be downloaded from the ESPEN website</p> <p>Dissemination: ESPEN newsletter and social media; ESPEN website; website of other interested stakeholders</p> <p>Organization of a dedicated ESPEN webinar</p> <p>Dissemination to the participants to the ESPEN Congress (2023 and/or 2024) through targeted messages and communication material</p> <p>Proposal of presentation by the authors during the ESPEN Congresses.</p>	€16.200	Ongoing	SO2, SO3
ESSD – European Society of Swallowing Disorders	Targeted Education to Address Malnutrition and Swallowing disorders (TEAMS).	<p>This project aims to define the most relevant educational needs in the area linking dysphagia and malnutrition among healthcare professionals who are involved in management of dysphagia.</p> <p>A web-based survey will be prepared in English and translated into 6 languages: German, French, Italian, Dutch, Spanish and Portuguese.</p> <p>The findings will be disseminated by publications in international peer-reviewed journals, presentations at national and international academic <i>conferences</i>, and public engagement activities such as public lectures and exhibitions.</p>	€10.000	<p>Survey and analysis of results finished.</p> <p>Preparation of presentation of the results ongoing.</p>	SO3

Assets

31 December 2023

CURRENT ASSETS	1.086.173,45
VII. AMOUNTS RECEIVABLE WITHIN ONE YEAR	1.086.173,45
A. TRADE DEBTORS	565.482,55
Customers	560.000,00
Credit notes to be received	5.482,55
B. OTHER AMOUNTS RECEIVABLE	40.058,66
VAT to be recovered	40.058,66
IX. CASH AT BANK AND IN HAND	480.632,24
ING : BE65 6305 4079 8196	39.953,66
Fintro : 143-1241130-19	440.678,58
TOTAL ASSETS	1.086.173,45

LIABILITIES

CAPITAL AND RESERVES	335.611,32
I. NET EQUITY OF THE ASSOCIATION	335.611,32
A. NET EQUITY OF THE ASSOCIATION	335.611,32
Net equity association	335.611,32
CREDITORS	
IX. AMOUNTS PAYABLE WITHIN ONE YEAR	50.562,13
C. TRADE DEBTS	50.562,13
1. SUPPLIERS	50.562,13
Suppliers	-2.111,31
Invoices to be received	52.673,44
Credit notes to be issued	0,00
X. ACCRUED CHARGES AND DEFERRED INCOME	700.000,00
Accrued charges (P)	700.000,00
TOTAL LIABILITIES	1.086.173,45

Editors

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