
CEO'S REPORT
BOARD OF DIRECTORS MEETING
FEBRUARY 22-23, 2018

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Activity highlights since our September 2017 meeting.

Letter to Secretary of Health and Human Services

Earlier this month I signed on to a letter to Health and Human Services Secretary Alex Azar joining other national organizations requesting a meeting to discuss several major disease prevention and national public health priorities. Other organizations' CEOs signing on with us include the American Cancer Society, American College of Preventative Medicine, American Diabetes Association, American Lung Association, American Public Health Association, Prevention Institute, and the Trust for America's Health.

Further with Food Collaboration and Outreach

In December, the Academy sent a letter to the Further with Food Center for Food Loss and Waste Solutions, sharing the theme of National Nutrition Month[®]. In early January, Doris Acosta and I met with the Center's Operations and Outreach Manager to discuss opportunities for further collaboration; we were told the Center would reach out to other members of the coalition, including Feeding America, Food Marketing Institute, Grocery Manufacturers Association, U.S. Department of Agriculture and the Environmental Protection Agency, to highlight the Academy in their communications in March supporting NNM and our mutual goals to reduce food loss and waste.

Oliver Wyman Meeting

On February 7, Mary Beth Whalen, Alison Steiber, Beth Labrador and I met with senior executives from Oliver Wyman (OW), a leading global management firm with a focus on healthcare, technology and financial services. This exploratory meeting was a follow-up to OW's participation in our pre-Nutrition Impact Summit series of external stakeholder interviews. OW remained connected to our organization as a result of these early dialogues and invited our Chief Science Officer to participate in their health innovation summit that took place last November in Dallas, Texas. Our meeting at headquarters focused on showcasing Academy efforts in technology and research as well as the impact and influence of members. We are exploring the development of an article to be jointly written and published in the *Oliver Wyman Health Innovation Journal*, a publication that provides insights from the cutting edge of the health industry and is widely read by their clients, executives in the healthcare and health related products and services space. In addition we discussed how we could leverage OW's population health efforts, *Road to Wellville* (a community-systems level intervention being piloted in several communities within the U.S.) with our own global nutrition education efforts that are being led by the Academy Foundation.

Expanding Coverage for Nutrition Services

As part of the Academy's partnership with the Alliance for a Healthier Generation, staff attended the November 15 launch of the My Health Weight Initiative at the Bipartisan Policy Center in Washington, D.C. Nine private and public health care payers and employers have agreed to offer consistent coverage for obesity prevention and treatment for individuals of all ages. Since the event, Nutrition Services Coverage Team has been working with these payers and employers, along with affiliate leaders, to support coverage design and access to RDNs.

Pepin Tuma and Marsha Schofield spoke in November at the CTel Executive Telehealth Fall Summit, encouraging stakeholders to create policies that support consumers' access to – and payment for – nutrition services from qualified providers. This marked the first time nutrition services were highlighted

as an important market. The Center for Telehealth and e-Health Law supports health care providers, law firms, associations, universities, insurance companies and venture capital firms that work to overcome legal and regulatory issues related to telehealth. The Academy will participate in CTeL's Reimbursement Coalition, which is gathering data on cost-effectiveness of telehealth services to support Congressional Budget Office scoring on telehealth legislation introduced in Congress.

Resources to Support Members as Experts

The Nutrition Services Coverage team is collaborating with the Centers for Medicare and Medicaid Services to offer a free February 28 webinar "Beyond Medical Nutrition Therapy: Everything You Need to Know About Providing Chronic Care Management Services in Team-Based Care." The webinar will address opportunities for RDNs as qualified "clinical staff" to provide chronic care management services to eligible Medicare beneficiaries. CCM services provide another opportunity for RDNs to bring value to primary care practices by improving patient outcomes and enhancing revenue streams.

Beginning April 1, CMS will offer a new benefit to Medicare beneficiaries: the Medicare Diabetes Prevention Program. In November, CMS issued Final Rules for design, coverage and payment of this new service; efforts are underway within the Academy to prepare members to seize this new opportunity aimed at preventing diabetes. In May 2017, The Nutrition Services Payment Committee and Diabetes Care & Education DPG hosted a free, sold-out webinar on "The Medicare Diabetes Prevention Program: An Opportunity for Food and Nutrition Practitioners," to 1,000 registrants. The committee and the DCE and Weight Management DPGs are collaborating on a second webinar and other member resources on this topic.

DPG Reimbursement Training

Thirty-eight affiliate and DPG Reimbursement Representatives met in Chicago prior to FNCE for a day-long training. The goal was to enhance their knowledge and abilities at the grassroots levels to expand coverage and reimbursement for nutrition services and pursue new opportunities in the changing health care marketplace, and enhance the business acumen of RDNs providing MNT services. Leaders developed personal action plans for the rest of the program year.

New Online Education Simulation: PEDRO

The Academy recently conducted the "soft launch" of the first in our series of education simulation programs to assist practitioners and students. PEDRO (**P**ractice, **E**xperience, **D**iabetes, **p**ediat**R**ic, **O**nline) is an online pilot simulation that consists of a 3-D hospital and conversation simulator. With the aid of a preceptor to evaluate the results, PEDRO is intended to assist with supervised practice and competency requirements. I hope you agree that the launch of this innovative program is another major step in addressing our supervised practice issue.

Individuals and Initiatives Receive Foundation Support

The Foundation awarded \$522,000 in scholarships for the 2017-2018 academic year to 240 students. In addition, the Foundation's Board of Directors approved the release of \$400,700 from the Second Century Fund over two years to support a Malnutrition Clinical Characteristics Validation and Staffing Study. This study, which will be administered under the leadership of the Research, International and Scientific Affairs Team, with Alison Steiber as principal investigator, fills a critical gap for members as they work to provide evidence-based, high-quality care.

Through the Second Century initiative, the Foundation approved \$150,000 in funding in 2017 to support creation of the Transitions of Care Technical Implementation Guide for health IT vendors. Development of this manual is underway. It will help ensure nutrition intervention records are designed and implemented using Academy-developed electronic Nutrition Care Process Terminology (eNCPT) and

mandated clinical terminology. The manual will support quality care by allowing for coded nutrition data and narrative text to be received as patients transition to subsequent care settings.

The Foundation Board voted to renew support for the Gardens for Health International Fellowship, providing funding (as it has since 2015) for two Fellows to work with GHI, a nonprofit organization that provides sustainable agricultural solutions to chronic childhood malnutrition. The organization partners with rural health centers in Rwanda to equip families facing malnutrition with seeds, livestock and know-how, aiming to shift the paradigm of food and dependency to one of prevention and self-sufficiency. The current Fellow, Stephen Alajajian, RDN, continues the good work begun by Janice Giddens, MS, RDN, LD, on developing neonatal nutrition education for healthcare providers, offering curriculum review, program evaluation and quality improvement. The Foundation has renewed funding for a third year to continue to advance this important work.

Floods, hurricanes and wildfires made 2017 a challenging year for members in the Southeast, Puerto Rico and the Far West. The Foundation's Disaster Relief Fund – greatly enhanced by the Academy's recent \$100,000 contribution – has made much-needed funding available to support those affected. Twenty-one applicants have been approved to receive aid totaling \$22,750, with 64 requests pending. The Foundation thanks the Board of Directors and members who have made this support possible.

National Nutrition Month® Momentum: Exceeding Expectations

For National Nutrition Month, in its 45th year, the Academy is encouraging everyone to *Go Further with Food* in 2018. Sales of NNM, Registered Dietitian Nutritionist Day and 100th Anniversary merchandise exceeded expectations during the Food & Nutrition Conference & Expo™, and that momentum has continued with current sales of NNM and Registered Dietitian Nutritionist Day merchandise totaling almost \$10,000 more than last year at this same time.

Nutrition and Dietetics SmartBrief Update

In January, the Academy launched the new *Nutrition and Dietetics SmartBrief*. Since its debut, we have received thoughtful feedback from members and we continue to refine the newsletter to bring members and nonmembers the most relevant food and nutrition news from major media outlets, regional newspapers, trade publications and blogs. We are working closely with *SmartBrief* editors to highlight valuable content and recipes developed by reliable sources. More information, open-rates and statistics will be shared in the coming months.

Software Upgrades

The Academy has upgraded its association management software from netFORUM 2011 Enterprise to netFORUM 2015 Enterprise. In doing so, we remain compliant under Abila support and improve dues renewals, end of month closings and batch closings.

The Quickfire point of sale application has been deployed, which debuted at FNCE in October. This application helps streamline sales of products, new memberships and renewals, and donations, leading to increased sales, and higher member satisfaction with the purchasing process at the conference.

The Academy upgraded its security appliance, which controls network perimeter security and content filtering; the endpoint security software running on employees' computers and our server systems. This provides higher levels of protection against malware, ransomware, malicious websites and hacking tools.

Publications Update

Increased subscriptions/licenses to the Nutrition Care Manual Suite (includes Pediatric Nutrition Care Manual and Sports Nutrition Care Manual) have led to a 3.5 percent revenue increase when compared to the same timeframe last fiscal year.

New NCM Content

- Publication of the *NCM Diet Manual*, representing a 17 percent increase in new content added to NCM in the past 6 months
- Two new NCM technical features: client education nutrient analysis summary page and NCM formulary calculator
- Selection of two clinical pilot sites (Vanderbilt University Medical Center and Dayton Children's Hospital) and two commercial pilot sites (PHRQL and TelaDietitian) to determine best practices for future NCM integration opportunities, such as electronic medical records or telehealth platforms

In FY18, seven publications will be released, for a three-year expected revenue of \$528,682. On the horizon for FY19, another eight new publications will be released, for an anticipated three-year revenue of approximately \$650,000.

The *Journal of Academy of Nutrition and Dietetics* continues to expand non-member revenue through its electronic databases, such as Science Direct and pay-per-view, with a total revenue increase of 9.8 percent in this category.

Awards for Design Excellence

The Academy recently received several MarCom awards for graphic design projects including a Platinum Award for the 2016 National Nutrition Month graphic "Savor the Flavor of Eating Right"; a Platinum Award for the FNCE 2017 exhibitor prospectus; and a Gold Award for the FNCE 2017 program preview and 2016 Academy/Foundation Annual Report. MarCom Awards are sponsored by the Association of Marketing and Communication Professionals, which has the mission, "To honor excellence and recognize the creativity, hard work and generosity of marketing and communication professionals." Thousands of submissions are made each year, making this a highly competitive process.

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