Fortini

Activation Toolkit





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DISCHARGE PROGRAM



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CAPTURE FULL DRM PATIENT JOURNEY & INCREASE BRANDED RX

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Netherlands

KEY MESSAGE

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INITIATIVE

INSIGHT

- **6%** of the children admitted have a screening result of "malnourished"
- **3000 children** on average per year need nutritional care after discharge
- **Only 20%** of the children leaves the hospital with a full discharge plan

RELEVANCE

- Missed #patients (potential 2400 children per year) in category
- Loss of adherence

JOB TO BE DONE

Prolong the nutritional care per patient in faltering growth category after discharge.

1.Kruizenga H., Keeken S.van, Weijs P., et al. Undernutrition screening survey in 564,063 patients: patients with a positive undernutrition screening score stay in hospital 1.4 d longer. Am J Clin Nutr 2016; 103(4): 1026-1032.
2. Stuurgroep Ondervoeding. (2020, 7 december). Factsheet 8.1.1.screening op ondervoeding bij in de kliniek opgenomen kinderen 2019. Geraadpleegd op 10 augustus 2021, van https://www.stuurgroepondervoeding.nl/wp-content/uploads/2020/12/Factsheet-8.1.1.-screening-op-ondervoeding-bij-in-de-kliniekopgenomen-kinderen-2019_def.pdf
3. J. Human

Netherlands

KEY MESSAGE

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CONTEXT & POWER QUESTION

80% OF CHILDREN LEAVE THE HOSPITAL WITHOUT A TREATMENT PLAN* (NL)

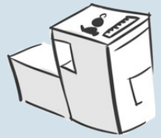
Quicker entry of MN in nutritional journey

Capture patients at discharge

Reinforce BOFC

Screening	Dietary treatment** Step up aproach	1 st Prescription Sip/tube feed	1st delivery HCO OR pharma

YHC

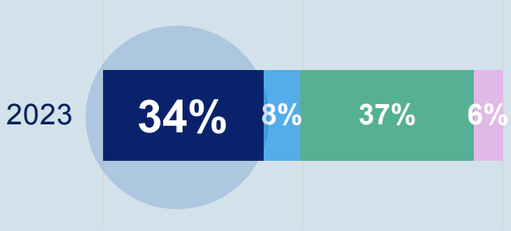


GP



HOSPITAL & OUTWARD CLINIC





- Enrich the diet with standard food
- Enrich the diet with modules
- Sip for children
- Tube for children



Final decision makers

Dietician 69%

Paediatrician 18%

Prescription***

- **Generic: 30%**
- **Single brand: 39%**
- **Multiple brand: 31%**

Taste box with 2 weeks supply

#1 Commercial conditions
#2 Stock availability
#3 Choice of patient (taste driven)

M O N I T O R I N G

** NPO data 2023- Nutricia DocScan Dieticians Child

*** NPO data 2023- Nutricia DocScan Dieticians Child-Prescription outpatient clinic

Netherlands

KEY MESSAGE

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INITIATIVE

STEP UP APPROACH BY CROSS-FUNCTIONAL TEAM

NEED/ INSIGHTS		ACTIVATION
Raise awareness, educate & collect data about DRM patient journey	**Medical affairs**	NutriCAD study, national paediatricians' ass.& dietetic ass. collaboration
Connect HCPs in nutritional treatment journey of children (regional)	**Solutions**	Meet & greet events between dietitians & paediatricians (education/ connection)
Create tools & services to support MN journey	**Marketing**	Set up of Discharge program: toolkit design, supporting materials, product samples, Field force to distribute @ hospitals & outward clinic



Emma de Olifant
voorleesboekje



Voedingsadvies
Flyer





Knutselflyer





Belangrijke
telefoonnumers
en websites



Meten en
wegen flyer



Drinkkalender
& stickervellen



Groeimeter

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MATERIALS DISCHARGE CAMPAIGN

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Link to all materials

All materials to be reviewed by local regulatory

Toolkit



Flyer referral to 1st line





Information about measuring your child at home



DRI flyer & nutritional advice



Adherence calender



Reading booklet



Measuring lint

Other



Inforgraphic & prescription



Digital Sales Aid



Workshop



Leave behind

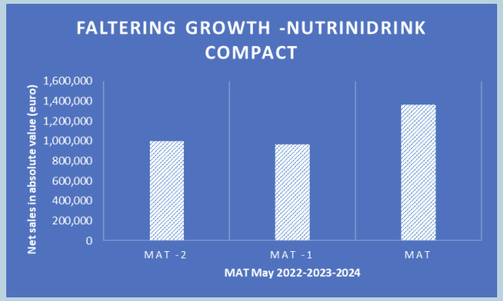
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RESULTS YTD (P5 '24)

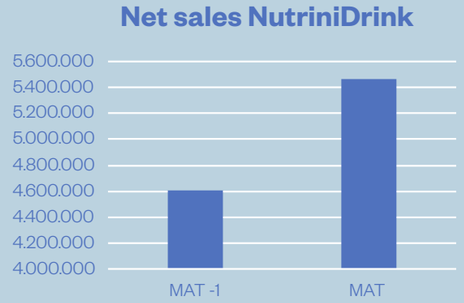
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OUTCOMES & LEARNINGS

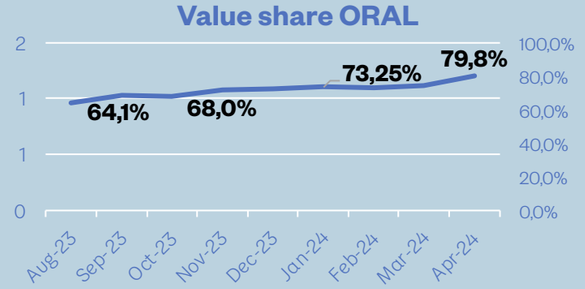
ND Compact **net sales +41,5%** vs MAT-1 (**+35,3%** volume growth) vs YTD-1 (P4)



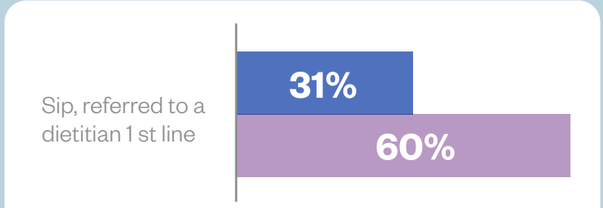
Spin off total NutriniDrink range **+18,5%** NS growth (vs MAT-1)



Value MS: full NND range from **68,3%** (sept'23) to **79,2%** (april'24)*



2 times more patient are being referred to the 1st line dietician after discharge** (NPO research)



700 toolkits distributed

