Fortini



FORTINI COMPACT MF TOOLKIT 2.0

Fortini Compact MF:
help them grow with every DROP!

IMPORTANT NOTICE: Fortini Compact Multi Fibre is food for special medical purposes for the dietary management of disease related malnutrition and growth failure in children from 1 year onwards. Must be used under medical supervision. For Healthcare professionals only.

FORTINI COMPACT MF TOOLKIT 2.0
OBJECTIVES

Fortini

1. Support pre-seeding and launch of the new flavors in new geos

2. Leverage ownable claims & messaging

3. Drive superiority versus competition (esp. Pediasure Compact)



1. PRODUCTS FUNDAMENTALS
2. PAYER VALUE PROPOSITION
3. NUTRICIA EVIDENCE & CLAIMS
4. INTERNAL EDUCATION
5. EXTERNAL COMMUNICATION
6. SUPERIORITY & COMPETITOR UPDATE
7. MULTI-CHANNEL ENGAGEMENT CAMPAIGN
8. CBU MATERIALS
9. RECIPE BOOKS
10. CASE STUDIES

FORTINI COMPACT MF TOOLKIT 2.0
WHAT'S IN THE TOOLKIT?

Fortini

1. PRODUCTS FUNDAMENTALS

2. PAYER VALUE PROPOSITION — NEW

3. NUTRICIA EVIDENCE & CLAIMS

4. INTERNAL EDUCATION — REVISED

5. EXTERNAL COMMUNICATION — NEW

6. SUPERIORITY & COMPETITOR UPDATE — REVISED

7. MULTI-CHANNEL ENGAGEMENT CAMPAIGN — COMING SOON

8. CBU MATERIALS — REVISED

9. RECIPE BOOKS — NEW

10. CASE STUDIES — NEW

1. PRODUCT FUNDAMENTALS

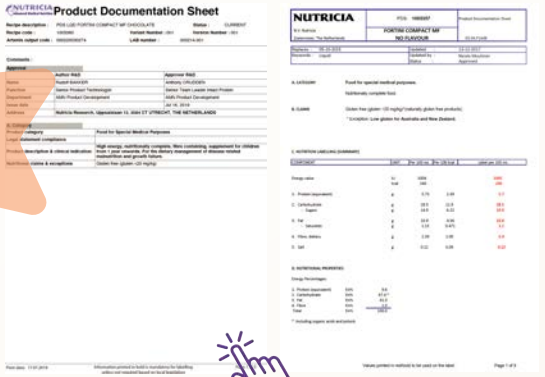
Fortini

CONTENT SUMMARY:	OBJECTIVE:	USE:
• **MEDICAL RATIONALE:** includes all the relevant information for product registration (e.g. background & target population, product features, indications, evidence, rationale for macro-& micronutrient content etc.) • **PRODUCT DOCUMENTATION SHEET:** includes all the relevant information regarding the nutritional composition (values of the macro- & micro-nutrients, fatty acid & amino-acid composition, physical properties, list of allergens etc.)	Support registrations and provide detailed information on the product design & composition	internal

Medical rationale


Fortini
Compact Multi Fibre
A dietary food for special medical purposes
Nutritional rationale
January 2016

PDS


Product Documentation Sheet



No flavor | Chocolate | Strawberry

2. PAYER VALUE PROPOSITION

NEW

Fortini

CONTENT SUMMARY:	OBJECTIVE:	USE:
• Inform health care decision makers/payers about the value of Fortini Compact Multi Fiber in terms of: - Burden of disease - Unmet need - Clinical value - Economic value	Prepare for (national/ regional/local) tenders, formulary decisions and payer information requests.	internal



3. NUTRICIA EVIDENCE & CLAIMS

Fortini

CONTENT SUMMARY:

- Fortini Compact MF study {Hubbard, Gary P., et al. Eur J Pediatr (2020) 1-10.}
- Fortini Compact MF - Dietetic survey
- Evidence & key claims overview

OBJECTIVE:

Leverage existing evidence and key claims

USE:

internal & external



SECTION B:

Dietetic survey of Fortini Compact Multi Fibre and compliance with paediatric oral nutritional supplements

Aim

A survey of UK Paediatric Dietitians in secondary and tertiary care centres across the UK was conducted to understand more about compliance to standard energy density (1.5kcal/ml, 200ml) paediatric oral nutritional supplements (ONS), the potential value of a high energy density, low volume (2.4kcal/ml, 125ml) paediatric ONS (Fortini Compact Multi Fibre), the clinical need and potential uses of Fortini Compact Multi Fibre in dietetic practice, and to gather palatability and sensory feedback on Fortini Compact Multi Fibre from Paediatric Dietitians.

Methods

Paediatric Dietitians

The survey was undertaken with 106 practising NHS Paediatric Dietitians from a range of 26 tertiary, secondary and tertiary care centres across the UK, working in a range of paediatric specialties, general outpatient clinics and care settings between January and May 2016.

Participating centres

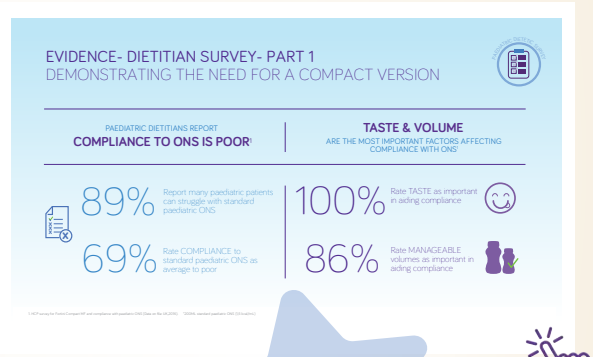
Participating centres were: Addenbrookes Hospital; Alder Hey Children's Hospital; Alexandra Hospital; Ashford and St Peters Hospital; Bedford Hospital; Birmingham Community Healthcare; Evelina London Children's Hospital; Holloway Community Healthcare; Kettering General Hospital; Kings College Hospital; Leicester Royal Infirmary; University Hospital Lewisham and Queen Elizabeth Hospital; Luton and Dunstable University Hospital; Musgrove Park Hospital; Northampton General Hospital; Queen Elizabeth Hospital; Royal Blackburn Hospital; Royal Hospital for Sick Children (Edinburgh); The Royal Marsden Hospital; Royal United Hospital; Sheffield Children's Hospital; St Ann's Hospital; Walsall Healthcare NHS Trust; The Whittington Hospital; Worcestershire Royal Hospital.

Fortini Compact MF - Dietetic survey



Energy-dense, low-volume paediatric oral nutritional supplements improve total nutrient intake and increase growth in paediatric patients requiring nutritional support: results of a randomised controlled pilot trial

Fortini Compact MF study



Evidence highlights & key claims

4. INTERNAL TRAINING

REVISED

Fortini

CONTENT SUMMARY:	OBJECTIVE:	USE:
• Claims Database for Growth portfolio • Training deck for the disease & non-disease related faltering growth portfolio	Provide training & educate internal teams	internal

Database



FG Training



Part 1

Part 2

5. EXTERNAL COMMUNICATION

NEW

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CONTENT SUMMARY:

- Fortini Compact MF Detail aid
- Fortini Compact MF Infographic (Branded - for commercial purposes)
- Fortini Compact MF Infographic (Unbranded - for educational purposes)
- Fortini Compact Poster

OBJECTIVE:

Drive HCP recommendation & credible product communication for external purposes (website, congesses etc.)

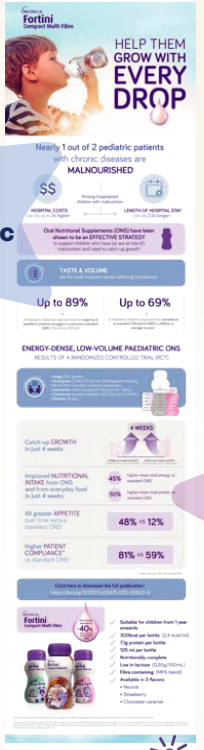
USE:

external

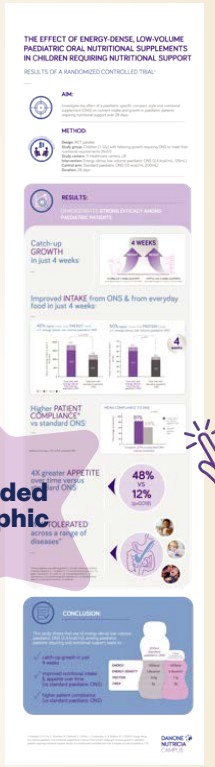
Poster



Branded infographic



Unbranded infographic



Detail aid



6. SUPERIORITY & COMPETITOR UPDATE

REVISED

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CONTENT SUMMARY:	OBJECTIVE:	USE:
• Superiority of Fortini Compact MF vs Pediasure Compact • Pediasure composition & packs • Pediasure récipe book • Q&A	Drive Fortini Compact MF superiority versus competition (Pediasure Compact) & inform about competitor communication/materials (Pediasure Compact)	internal

Q&A



Fortini Compact MF vs Pediasure



PEDIASURE composition & packs



PEDIASURE recipe book





7. MULTI-CHANNEL ENGAGEMENT CAMPAIGN

COMING SOON

Fortini

CONTENT SUMMARY:	OBJECTIVE:	USE:
1) Communication funnel to drive HCP recommendation and parent preference **2)** Digital assets for digital activation **3)** Patient video	Content to support the digital activation (hypertargeting, MCE campaigns etc.)	external



8. CBU MATERIALS

REVISED

Fortini

CONTENT SUMMARY:	OBJECTIVE:	USE:
• Germany • Netherlands	Inspiration for local activation of campaigns	internal





9. CBU RECIPE BOOKS

NEW

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CONTENT SUMMARY:	OBJECTIVE:	USE:
The local recipe books show some ideas on how easily we can incorporate the Fotini Compact or other products of Fortini range into every day foods/recipes	Inspiration for the development of local recipe books	external

• Fortini Compact dedicated recipe books
a) BENELUX
b) UK

• Fortini Range
recipe books
(incl. Fortini Compact)
a) DACH
b) Nordics
c) Italy
d) UK













10. CASE STUDIES

NEW

Fortini

CONTENT SUMMARY:

- UK
- The Netherlands

OBJECTIVE:

Inspiration for the development of local case studies

USE:

internal & external (depending the agreement with the HCPs)



