

Below are highlights since our last meeting.

Advancing Relationships with Key Stakeholders

The Academy was invited by the Clinton Health Matters Initiative to serve as **the** nutrition content experts for its new College Health Program. The program is grounded in evidence-based research and expert recommendations focused on building a culture of total wellness for students. The desired outcome is to establish regional learning communities of member schools and to position college students to reach their full academic potential by creating a sustainable culture of health on campus.

Expanding Coverage for Nutrition Services

The Nutrition Services Coverage Team continues to collaborate with Policy Initiatives and Advocacy to expand coverage for RDNs in the public market. The two teams are working with affiliates on advocacy efforts related to state-level implementation of provisions of the Affordable Care Act, including coverage of nutrition-related preventive services within private health plans and state Medicaid programs. Ohio was recently successful in expanding independent provider status under its state Medicaid program to include RDNs practicing in non-institutional settings. The new rule, which went into effect May 1, establishes three covered services for registered dietitian nutritionists: initial assessment and intervention, reassessment and intervention and group counseling.

Member Receives Top Diabetes Research Institute Award

Academy member and RDN Susan Weiner received the Diabetes Research Institute Foundation's 2016 [Dare to Dream Award](#). Susan, the first registered dietitian nutritionist to receive the award, was also named the 2015 Diabetes Educator of the Year by the American Association of Diabetes Educators.

May is Research Month

The Academy is thrilled to announce the launch of Research Month, which will take place every May. This initiative is designed to draw attention to the research practice in all aspects of nutrition and dietetics. The initiative and its annual theme, Research Matters!, will highlight the relevance and importance of scientific research in dietetics, while promoting valuable resources the Academy provides to encourage and support the research process by all RDNs.

FNCE® Update

Academy members continue to indicate the Food & Nutrition Conference & Expo™ is a critical product that scores high in satisfaction for educational content and overall member value. For FNCE to stay a key member benefit, the Academy must focus on growing attendance at FNCE and provide a winning product. The primary challenge over the past two decades has been enhancing FNCE in a cost-effective manner, while addressing the issue of attendance at the meeting.

A variety of past and potential alternative concepts, such as regional FNCEs and hybrid/virtual FNCEs, have been evaluated. Quantitative results clearly indicate that members and non-members favor the face-to-face annual national meeting. The challenge remains to determine ways to repurpose this valued product, enhance FNCE -derived non-dues revenue and strive for continuous improvement.

Long-term viability of FNCE relies on the need to maintain existing engaged members who attend FNCE and continue to elevate the needs of students and new professionals (Gen X, Y and Millennials) within the FNCE program and overall experience. Through increased emphasis on integrated technology

within the FNCE platform, as well as targeted educational tracks, there is a need to align all education to address measurable learning outcomes and practice application to best demonstrate return on investment in FNCE for both attendees and their employers. The following list of current innovations represent target areas for improvement based on attendee evaluations and member needs assessment:

1. Enhanced attendee engagement through interactive sessions, implementation of a smart building and live polling
2. Dynamic mobile access through the attendee app which includes a virtual program and attendee bag, one-click to session evaluations, Expo diagrams, speaker bios and overall dynamic content to support the show
3. A revised call for sessions platform to pre-designate critical topics that can drive session submissions
4. Toolkits designed for attendee and employer ROI
5. Incorporation of practice applications and simulations throughout sessions.

Additionally, expanded revenue opportunities have been implemented through both the FNCE On Demand product as well as incorporation of a specialty track with external collaboration. For 2016, all paid full conference attendees will have 24/7/365 access included in registration rates, resulting in a positive net impact over the previous add-on sales structure. We are continuing to determine cost parameters and interest for live streaming of keynote sessions; at this time, data indicate it will be significantly cost-prohibitive. Due to success in 2015, we will continue to leverage relationships through alliances and dietetic practice groups to develop additional Level 2 and 3 programming in long-term care, integrative care, sports/exercise and advanced clinical care. The Academy's lifelong learning area has worked with the exhibitor services team to help realign the Expo floor's specialty pavilions with educational specialty tracks.

FNCE® 2016 Efforts Related to Technology

For those of you who participated in the recent HOD virtual meeting related to technological innovations that impact food and nutrition, you will note that 2016 *Technology for Practice* educational track responds and even goes beyond the recommendations voiced by delegates.

1. Educational Track: *Technology for Practice*

The Committee for Lifelong Learning developed a *Technology for Practice* educational track for FNCE 2016 meeting. The intention of the track is to feature educational sessions that showcase a truly integrated approach to nutrition and technology through sessions on EMRs/EHRs, informatics, mobile apps, social media, software/programs and hardware tools to advance a RDNs career and how technology will benefit your business, career, institution or organization.

2. Expo Specialty Pavilion: *Technology for Practice*

In order to align the Expo efforts with the educational program, a *Technology for Practice* specialty pavilion was added to the 2016 meeting. Healthcare is becoming virtual and dietetics is part of this transformation. This specialty pavilion will help FNCE attendees who are looking for high-tech resources they can use with clients and patients. This pavilion showcases integrative approaches to nutrition technology and is ideal for companies who sell EMR/ EHR solutions, informatics, telehealth solutions, mobile apps, social media and software/hardware tools needed for effective practice.

3. Featured experts at FNCE®

Lifelong Learning staff has been in discussion with IBM Watson Health leaders to showcase innovative technology efforts at FNCE in Boston. With the new IBM Watson Health global headquarters being based in Cambridge, MA, we are looking at options for a hands-on user

experience on the Expo floor as well as a possible Hot Topic regarding Big Data efforts in healthcare.

4. **Free FNCE® on Demand**

Full-week registrants of FNCE 2016 receive complimentary virtual access to all recorded FNCE sessions for up to one year after the meeting.

Member Auto-Renew Program

The Academy's auto-renew program was launched in 2013, offering members and the Academy a simple, paperless renewal option. In December 2015, the Membership and Creative Media teams developed enhancements to eatrightPRO to allow members to manage their stored credit card information and more easily opt into the Auto-Renew program. Since then, more than 1,000 members have signed up for automatic dues renewal, nearly doubling the program's enrollment. Integrating stored credit card technology with the Academy's website and database may provide enhanced revenue-generating opportunities in the future.

New Video: Explosive Growth of Academy's Social Media

The Academy's new [two-minute video](#) vividly illustrates how the Academy's social media channels have grown exponentially in audience and engagement – an invaluable resource for showcasing the expertise of registered dietitian nutritionists and nutrition and dietetics technicians, registered to consumers and creating a community for Academy members. Please note that in the year we transitioned our organizational name from the American Dietetic Association to the Academy of Nutrition and Dietetics, our media impressions increased from seven billion to 30 billion. I mention this because we received comments from a few members who believe that by changing our name we diluted our brand when in fact, our media outreach on both social and traditional outlets has increased and continues to grow.

Updated Governing Structure Infographic

The newly updated [Academy governance infographic](#) is now available in the Multimedia News Center on eatrightPRO.org.

Position and Practice Paper Update

The updated position paper "[Obesity, Reproduction and Pregnancy Outcomes](#)" was published in the April *Journal*. This paper was developed using the Academy's evidence analysis process.

Academy Recognized for Communications Excellence

The Publications and Resources Team, *Food & Nutrition Magazine* and the *Journal of the Academy of Nutrition and Dietetics* all recently won several [Gold](#) and [Platinum](#) Hermes Creative Awards from the Association of Marketing and Communication Professionals. Hermes Creative Awards recognize "outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals."

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