



## 'Digital Malnutrition Education Platform' Oviva UK Limited & BAPEN

A technology enabled malnutrition educational platform,  
improving malnutrition practices across communities



Putting patients at the centre  
of good nutritional care

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### Description of the initiative

- **Background / context** As NHS services are under resourced the identification and treatment of malnutrition in primary care is suboptimal and this is compounded by a lack of easily accessible, high-quality educational content for primary care communities. This is reflected in the estimated NHS costs of malnutrition at £19.6 billion annually<sup>1</sup> – a key issue to be tackled.
- **Rationale for the initiative** In the UK, 93% of those at risk of malnutrition reside in the community – an under resourced area<sup>2</sup>. The initiative will create a new digital resource to deliver malnutrition education and support implementation of national malnutrition guidelines at scale across the NHS<sup>3,4</sup>. Oviva is an established provider of technology enabled dietetic services to the NHS and across, Switzerland, France and Germany. Oviva's unique approach is a browser-based Learning Portal consisting of interactive modules of engaging content, e.g. videos and podcasts, which are tailored to specific health conditions.
- *"Despite numerous reports and actions to date, malnutrition continues to be overlooked and undertreated. Oviva's proposal provides a key opportunity to begin to address a preventable harm that continues to bear considerable costs to our health and social care systems and that develops insidiously in a host of community settings. Given Oviva's reputation and achievements to date I am delighted to support Oviva's application for the 2018 MNI grant. I have every confidence that, with the help of the MNI grant, Oviva can achieve their ambition to secure a step-change in the identification and management of malnutrition and transform patient care through the provision of timely nutritional care."* Anne Holdoway BSc RD FBDA. Consultant Dietitian. BDA Ambassador. Chair of the 'Managing Adult Malnutrition in the Community' national panel.
- **Objectives and scope** To develop and pilot an innovative and scalable 'Digital Malnutrition Education Platform' targeting adult malnutrition in the community setting to increase screening, assessment and treatment by primary care staff. In turn, demonstrating technology can be used to deliver cost effective malnutrition education, at local and national level in the NHS.

### Planned activities & deliverables

- **Outline the steps to be taken**
  1. Design and develop the new Malnutrition Platform with engagement from key stakeholders (e.g. GPs, care homes, patients)
  2. Pilot implementation – sites to include Clinical Commissioning Groups where Oviva currently provide adult malnutrition services
  3. Analysis of outcomes, including knowledge surveys, access to malnutrition education, increased recording of malnutrition
- **What are the concrete deliverables of the project?** To create a 'Digital Malnutrition Education Platform' providing interactive learning modules developed at 3 levels to target and improve knowledge across the following communities 1) Patients, carers and the voluntary sector 2) Primary Care Clinical Teams & GPs 3) Care Homes, test engagement and outcomes in the real world, and write this up as a report to BAPEN and NHS commissioners, including presented nationally at the BAPEN Annual conference.
- **What achievements are possible in the next 12 and 24 months?**
  - 0-6months: Stakeholder engagement, development of Malnutrition Education Platform. Baseline data collection.
  - 6-18months: Pilot the Platform across all community target groups (i.e. 1-3 listed above)
  - 12-14months: Initial collection, analysis and review of outcomes, report to pilot CCGs and BAPEN. Identify alterations required to platform
  - 18-24months: Second report of outcomes to pilot CCGs and BAPEN and promoting initiative at scale.

### Resources & enablers

- **Describe personnel, financial needs:** Oviva technology platform, expert team (dietitians, operations and IT), video and podcast production & editing, and access to NHS pilot sites. Developing the Education Platform and content would be €18,000. Project management, administrative tasks, data analysis and reporting would encompass €12,000
- **Specify how the grant will be spent.** Cost to develop educational content and materials (video, podcasts, e-learning content, staff time)= €18,000. Management by project team to develop and deploy pilot= €8,000. Oviva personnel (admin, outcome collection, reporting and publication) = €4,000.
- **What factors will make it successful?** Access to malnutrition education for communities whom encounter or experience malnutrition; advancing knowledge to support meaningful screening and treatment for those at risk. Increased reporting and identification of malnutrition, demonstrating local incidence and associated consequences to CCGs. Outcome data demonstrating the use of technology to deliver malnutrition education.

### Results/outcomes & expected impact

- **How will the findings be implemented?** The findings will be shared with BAPEN and NHS commissioning bodies with the aim to scale this new platform across the UK. This will be promoted by BAPEN – supporting the initiative technology to improve malnutrition practices.
- **How will this project advance patient care / contribute to optimal nutritional care?** The aim of the initiative is to deliver cost effective education to advance knowledge and attitude of primary care communities enabling improved identification of malnutrition, initiation of management and treatment care plans, and signposting to relevant support in overcoming barriers, including medical specialities.
- **What makes the project innovative?** Evaluating the use of technology to deliver broad spectrum evidence based malnutrition education, with a cross disciplinary approach including patients and carers to promote self care and improved practices.
- **Will the project be likely to influence national nutrition policy?** Our goal is to build the evidence for incorporating digital malnutrition education into national policy and guidelines (e.g. NICE<sup>3,4</sup>), which is currently not in the guidelines and is a significant opportunity to tackle a major health challenge in a cost-effective manner (as access will be zero marginal cost).
- **Is the project transferable to other settings / countries?** The cost effective technology based delivery approach to improving malnutrition care, accessible via any web browser is transferable to other healthcare settings (including acute settings) and to under resourced areas in the EU and globally. The initiative may be scaled across the UK through Oviva's current partnership with the British Dietetic Association making the platform accessible to all NHS services. . This will be promoted by BAPEN – supporting the initiative technology to improve malnutrition practices.

## 2018 MNI Grant Submission Initiative/Research Project for Optimal Nutritional Care

### References

<sup>1</sup> Elia M. The cost of malnutrition in England and potential cost savings from nutritional interventions. A report from the Advisory Group on Malnutrition, led by BAPEN 2015. Accessed online: [www.bapen.org.uk/pdfs/economic-report-full.pdf](http://www.bapen.org.uk/pdfs/economic-report-full.pdf)

<sup>2</sup> Elia M and Russell CA. Combating Malnutrition: Recommendations for Action. Report from the Advisory Group in malnutrition, led by BAPEN.

<sup>3</sup> National Institute of Health and Care Excellence (NICE) Nutrition Support in adults. adults: oral nutrition support, enteral tube feeding and parenteral nutrition. Clinical Guideline 32. 2006

<sup>4</sup> National Institute of Health and Care Excellence (NICE) Nutrition Support in Adults. Quality Standard 24. 2012.

