

CEO REPORT
BOARD OF DIRECTORS MEETING
SEPTEMBER 22, 2023



Board Policies: Succession Plan

The Academy's staff is examining Board of Directors policies and will make potential recommendations for review by the President, Past President and President-elect, and/or the Executive Committee, to determine if updates are required before forwarding to the full Board.

Having a CEO succession plan in place is an expression of the Board's duty of care and stewardship of the organization. Putting succession policies and procedures in place will better ensure smooth and orderly leadership transitions. Succession planning reflects an ongoing, continuous process that ensures a sound infrastructure is in place when the search for the Academy's next chief executive is launched. A CEO succession plan policy is being drafted for presentation to the Board. The plan will include steps for working with the search firm.

Membership Update

The Academy has implemented a multi-membership payment program, providing a savings incentive for employers who pay for multiple Academy memberships for their employees at the same time. In the year following the program's inception in 2022-2023, its popularity has grown, with the number of organizations nearly doubling and the number of new and renewing members through the program increasing by approximately 150%.

FNCE® Social Media Toolkit

The Academy's [FNCE® Social Media Toolkit](#) includes shareable graphics and sample messaging for Facebook, Twitter, LinkedIn and Instagram. The toolkit also includes downloadable cover photos and Zoom backgrounds for in-person and FNCE® Front Row attendees.

National Nutrition Month® Campaign Wins Gold Award

The Academy's 2022 National Nutrition Month® campaign won a gold award at the 43rd Annual AM&P Network EXCEL Awards in June. The Academy won in the Advocacy/Awareness Campaign category. EXCEL Awards recognize outstanding achievements in association media, publishing, marketing and communications.

Throughout August: Academy and Foundation Celebrated Kids Eat Right Month®

The [Kids Eat Right Month® campaign website](#) offered resources for RDNs and NDTRs, community leaders, schools, parents and caregivers. There were links to media materials and an [interactive social media toolkit](#) with information about joining the August 1 Twitter chat, key hashtags, cover photos and shareable graphics with messaging.

Advocacy and Public Policy Update

Advocating for AMA's Resource-Based Value System

The Academy recently joined nearly 50 organizations in a letter of support highlighting the work of the Specialty Societies involved in the American Medical Association/Specialty Society Resource-Based Value System Update Committee. The letter was sent in response to a *Journal of the American Medical Association* [article](#) that criticized the RUC process and accused its medical society volunteers of unprofessional and unethical behavior. The Academy has long supported and actively contributed to the critical work of both the RUC Committee as well as the AMA's CPT Editorial Panel.

Medicaid Mapping Project

Access to nutrition care and services for Medicaid beneficiaries is inconsistent and varies by state,

making it challenging to navigate coverage and payment for medical nutrition therapy. The Academy has partnered with the Milken Institute of Public Health at George Washington University to conduct the “Medicaid Nutrition Coverage Policy Mapping Study,” which aims for the first time to analyze how state laws and Medicaid policies impact the provision of Medical Nutrition Therapy in state Medicaid programs, as well as the status of the RDN as credentialed providers in state Medicaid Programs. Academy staff provided training to fellows who have undertaken the data collection phase of the project. The full scope of the project will be presented in partnership with the Academy’s Legislative and Public Policy and Nutrition Services Payment committees during the October 10 FNCE® session “[Mapping Medicaid Nutrition Coverage: Where are We Now and Where Can we Go?](#)” The Academy will use the findings from the project to shape MNT Medicaid expansion and payment advocacy efforts and to support member education and resources.

Academy Co-Hosts Congressional Briefing on SNAP-Ed

The Academy and the Association of SNAP Nutrition Education Administrators, in cooperation with the offices of U.S. Sen. John Fetterman (Pa.) and Rep. Glenn Thompson (Pa.), led a July 19 congressional briefing on the importance of the Supplemental Nutrition Assistance Program – Education. Lauri Wright emphasized the need for the next Farm Bill to include adequate funding for SNAP and SNAP-Ed.

August Webinars on Licensure

The Academy and the Council of State Governments hosted webinars for practitioners in August that [provided updates on the dietitian licensure compact exploration](#) and [discussed the future of the profession for members](#).

Medicare Physician Fee Schedule

The Medicare Physician Fee Schedule is a complete listing of fees used by Medicare to pay Part B providers for services rendered, provides information that describes covered services and provides guidance on how services may be delivered. For the 2024 proposed rule, CMS listed several items that are of interest to registered dietitian nutritionists; the Academy hosted two listening sessions in August to review the proposals related to issues such as telehealth, direct supervision provision and diabetes screening, and to solicit members’ feedback that may be used to inform Academy comments.

Nutrition and Dietetics State Advocacy Summit

At the second annual Nutrition and Dietetics State Advocacy Summit on September 13, Affiliate policy leaders gathered for substantive and strategic professional development to help advance Academy and Affiliate policy initiatives at the state level. The event highlighted why it is essential for the profession to be active on the state level and to identify and advocate for state legislative and regulatory priorities and the Academy’s resources to help affiliates build an action-oriented and effective public policy team.

Academy Supports Reintroduction: Treat and Reduce Obesity Act

The Academy commends the introduction of the bipartisan Treat and Reduce Obesity Act by U.S. Sens. Tom Carper (Del.) and Bill Cassidy (La.) and U.S. Reps. Brad Wenstrup (Ohio), Raul Ruiz (Calif.) and Gwen Moore (Wisc.). If passed, TROA will allow registered dietitian nutritionists and other highly qualified nutrition and health practitioners to independently provide intensive behavioral counseling services and provide access to other effective treatments for Medicare beneficiaries who have obesity.

Academy Commends FDA: New Human Foods Executive Position

The Academy commended the U.S. Food and Drug Administration for [appointing](#) the agency’s first Deputy Commissioner for Human Foods. James “Jim” Jones will lead efforts to set and advance priorities for a proposed unified Human Foods Program. This initiative will address food safety, chemical safety and innovative products to support the food supply chain. The Academy has advocated for a review of laws and regulations for infant formula, as well as the country’s overall food supply, to safeguard a stable and safe future supply, from production and oversight to access and affordability.

Farm Bill Advocacy Update

Anti-hunger programs, including those that increase access to nutrition education and more healthful foods, need to be supported through the Farm Bill. The joined anti-hunger, environmental, nutrition, public health and worker advocates for a virtual press conference in August to urge Farm Bill leaders in the U.S. House of Representatives to protect and strengthen anti-hunger and climate spending programs and include worker protections. The Academy [believes](#) the Farm Bill ensures a safe and affordable food supply that enhances everyone's health.

Advocating for Child Nutrition Programs

Lauri Wright recently wrote to congressional leaders urging them to prioritize child nutrition, including:

- Extend the bipartisan Keep Kids Fed Act meal reimbursement increases for another calendar year. The KKFA, which ended June 30, addressed the increased cost of food and labor and supply chain issues, and extended USDA's waiver authority to provide regulatory flexibilities to school food authorities and child care providers and sponsors so they could continue to provide meals.
- Pass legislation such as the Healthy Meals Help Kids Learn Act of 2023, sponsored by U.S. Rep. Jim McGovern (Mass.), which would permanently increase school meal reimbursement.
- Bring forward a meaningful Child Nutrition Reauthorization package with reimbursement rates that more fully reflect the full costs of providing meals; this legislation has not been renewed since the Healthy Hunger Free Kids Act in 2010.

New Look: MNT Provider Newsletter

Now published on a quarterly schedule, [MNT Provider](#) includes articles exclusively for Academy members on topics such as billing, coding and coverage, CMS updates and releases, practice and business management, health care reform, Medicare, Medicaid and private insurance reimbursement.

Advocacy Affinity Groups

Add your support and connect with fellow Academy members to advocate for top policy priorities impacting our profession. Monthly [Advocacy Affinity Groups](#) are a forum-based event where staff, policy leaders and members discuss priorities and strategies, share experience and determine how they can become involved in advocating.

Weekly Office Hours: Licensure and Payment and Reimbursement

The Policy Initiatives and Advocacy team hosts weekly office hours to answer member questions. [Licensure](#) office hours Wednesdays from 1 p.m. to 2 p.m. Central time. 2-3 p.m. (Eastern Time) with staff answering questions on state licensure requirements or consumer protection and professional regulation issues. [Payment and reimbursement](#) office hours are Wednesdays from 2 p.m. to 3 p.m. Central time. No registration is required to join.

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