

26 October 2016
EMA/825257/2015
Stakeholders and Communication Division

Agenda - EMA Human Scientific Committees' Working Parties with Patients' and Consumers' Organisations (PCWP) and Healthcare Professionals' Organisations (HCPWP) joint meeting Workshop on social media

19 Sep 2016, 08:30hrs to 17:15hrs – meeting room: 2A

Chair: I. Moulon (EMA)

Background

Social media¹ is a group of electronic communication tools that have the potential to change how healthcare professionals, researchers, patients and consumers manage and share information in the digital age. They may impact on how information on medicines and their use is generated, shared and discussed. However, the role of social media in providing validated data and amplifying the voice of stakeholders in health care requires additional evidence.

The PCWP and HCPWP would like to discuss challenges and practical applications of social media and their impact on regulators, healthcare professionals and patients.

Objectives

1. Provide an overview of what social media are and how they are used in relation to health, with a particular focus on medicine-related uses;
2. Share healthcare professionals', patients' and regulators' practices on how social media are used to amplify communication on medicines information and regulatory decisions;
3. Discuss how social media are or could be used for gathering medicine-related data;
4. Reflect on how communication and data gathering through social media may:
 - 4.1. Influence medicine-related behaviours and attitudes;
 - 4.2. Impact regulatory decisions;

¹ Definition of Social Media (Source: Merriam-Webster's Learner's Dictionary)): forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

4.3. Shape interactions with stakeholders;

5. Identify areas requiring further attention from regulators, patients and healthcare professionals.

19 September 2016			
08:30	Registration and reimbursement arrangements		
08:50	Welcome Health and safety information Interests disclosure		I. Moulon (EMA)
09:00	Introduction and objectives		M. Carr (EMA)
09:10	Opening remarks		D. Haerry (PCWP)/ G. Calvo (HCPWP)
1. What is social media and what is it used for?			
09:20	1.1	Going viral: the state of play and potential of social media in 2016	M-K. Looi (Wellcome Trust London)
2. Medicines communication using social media – how do we get it right?			
Session chair: Marie-Agnes Heine, EMA Head of Communication			
10:00	2.1	Findings from the PCWP/HCPWP topic group on Social media	D. Singer (EACPT)
	2.2	EMA: towards increased engagement through social media	S. Labbe (EMA)
	2.3	The experience from US FDA	C. Chew/K. Chiu (US FDA)
	2.4	Virtual interaction with real patients	A. Daturi (Fondazione Telethon)
11:30	Coffee		
3. Can social media impact medicines use, stakeholders' interactions and decision making?			
Session chair: Isabelle Moulon, EMA Head of Public Engagement			
11:45	Introduction to the breakout sessions		
12:00	3.1	Breakout sessions Participants will be distributed in smaller groups and asked to discuss one of the following three dimensions: <ul style="list-style-type: none">• Influence on medicine-related behaviours and attitudes;• Impact in regulatory decisions;• Effect in stakeholders' interaction. The reflection should also cover how legislation, as well as	

19 September 2016		
	geographical and cultural uptake of social media need to be factored in.	
13:15	<i>Lunch</i>	
14:15	3.2 Feedback from the breakout sessions	
4. Is social media enabling medicine-related data gathering?		
Session chair: Peter Arlett, EMA Head of Pharmacovigilance and Epidemiology		
15:00	4.1 From Social to Medical: how is digital information being used?	C. Cattuto (ISI Foundation)
	4.2 How could this data be relevant to regulatory decision-making?	J. Raine (PRAC Chair)
	4.3 Recent learnings from the IMI WEBrADR project	P. Tregunno (MHRA)
16:15	<i>Coffee</i>	
16:30	Open discussion to identify areas requiring further attention from regulators, patients and healthcare professionals.	
17:00	Take home messages by I. Moulon/ P. Arlett/ M-A. Heine	
17:15	<i>End of meeting</i>	