



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

EMA Human Scientific Committees' Working Parties with Patients' and Consumers' Organisations (PCWP) and Healthcare Professionals' Organisations (HCPWP) joint meeting - Objectives

Workshop on social media – 19 September 2016

Presented by Melanie Carr
Head of Stakeholders and Communication Division

An agency of the European Union





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;
 - 4.3 Shape interactions with stakeholders;
5. Identify areas requiring further attention from regulators, patients and healthcare professionals.