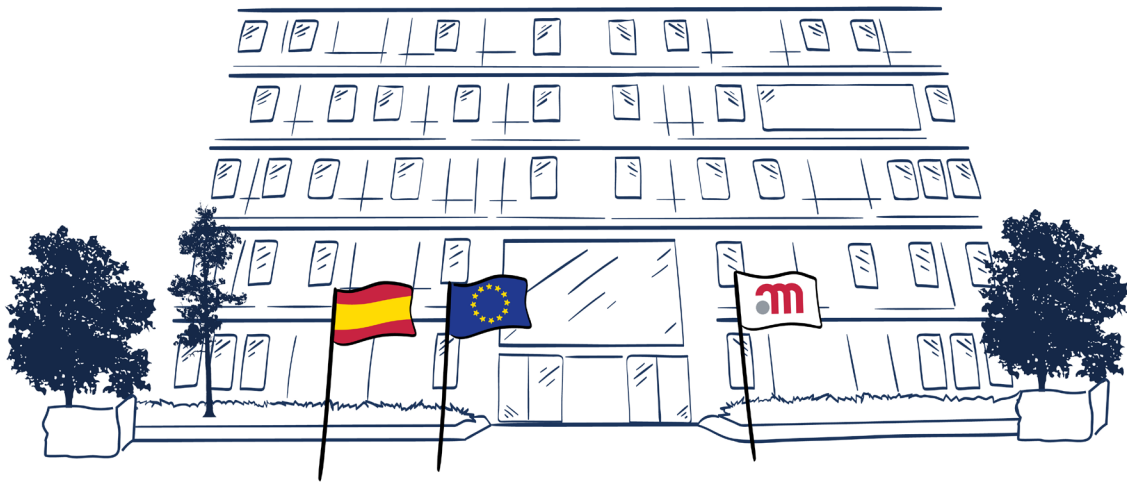


Shortages & communication: parallel timelines

The amoxicillin case in Spain

Fecha



Diego Pernas
Head of communication



SOME CONTEXT

Antibiotic supply problems for children in the middle of a wave of infections

Parents, pharmacies warn of shortage of 250-milligram amoxicillin

La Voz de Galicia

Problemas de suministro de antibióticos para niños en plena ola de infecciones

MARÍA VIÑAS
REDACCIÓN / LA VOZ

Una farmacéutica atiende a un cliente CONSEJO AUTONÓMICO DE COLEGIOS D | EUROPAPRESS

Padres y farmacias advierten de la escasez de amoxicilina de 250 miligramos

10 nov 2022 . Actualizado a las 08:57 h.



SOME CONTEXT



3 marketing authorisation holders in Spain. 2 of them produce it in Spain:
Both had manufacturing delays

- Problems in the labelling
- Delays in the paper supply.

Increase of pediatric respiratory infections



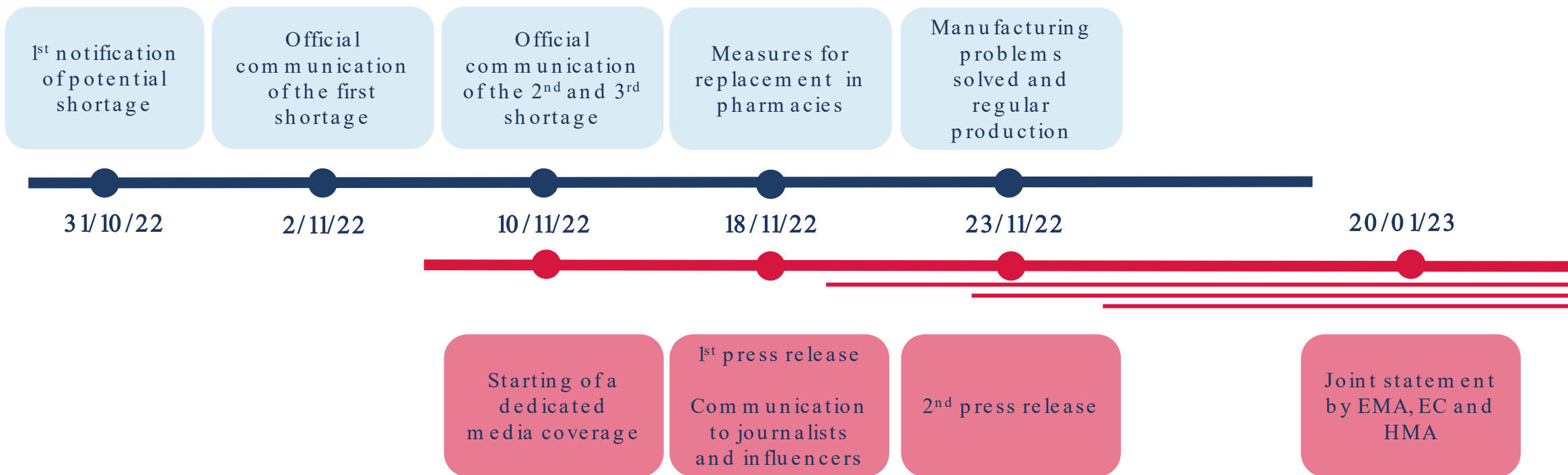
Authorization of substitution in the Pharmacy Office

Information to HCP, and patients for calming and promoting a rational use

MAH increase their manufacturing capacity



SPANISH CASE: two timelines





LESSONS LEARNED

Media timings and shortage timings are not always the same

Shortages can imply changes in consumption, prescription and distribution patterns

Not every shortage gets news coverage but all of them impact on the public opinion

Proactive communication and transparency are key factors

We need to improve our internal communication systems making them more sensible to the ones that can be attractive to the media

Communication regarding shortages needs to be thought from a long term perspective



Thank you