



Current public communication practices by regulators on medicines availability and shortages

Multi-stakeholder meeting with the HMA/EMA Task Force on availability of authorised medicines
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Survey to Member States - purpose

- Map current public communication practices in the EU/EEA
- Analysis used as basis for best practice guidance for regulators
- Improve external communication to the public

30 out of 33 regulatory authorities responded

Does your Agency publish information on shortages on its website?

- ☐ Yes
☐ No

Do you have a dedicated page (or pages) on your public website providing information on shortages of individual medicines (e.g. a catalogue)?

- ☐ Yes
☐ No

What other tools do you use to communicate about shortages/ availability issues? *(Select all that apply)*

- ☐ Press releases on shortages/ availability issues
☐ Newsletters
☐ Media (press, TV,...)
☐ Social media
☐ Professional/ medical journals
☐ Electronic prescribing systems
☐ Communication through relevant organisations' channels (patients, healthcare professionals or learned societies)

Who is main target user for this information? *(Select all that apply)*

- ☐ Patients
☐ Healthcare professionals
☐ Industry
☐ Regulators or other public institutions

Which of the following elements does your public catalogue contain?

- ☐ Trade name
☐ Active ingredient (INN)
☐ Pharmaceutical form
☐ Strength
☐ Marketing authorisation holder
☐ Cause of shortage
☐ Start date of shortage
☐ Estimated end date of shortage
☐ Alternatives available, without specifying details
☐ Alternatives available, with specifying details

Key outcomes 1/3

- Almost all authorities (26 out of 30) publish information on shortages on their website
- Of those (23 out of 26) have a dedicated webpage on shortages (such as a catalogue)
- The majority do not have criteria for publication and publish on any shortage that occurs.

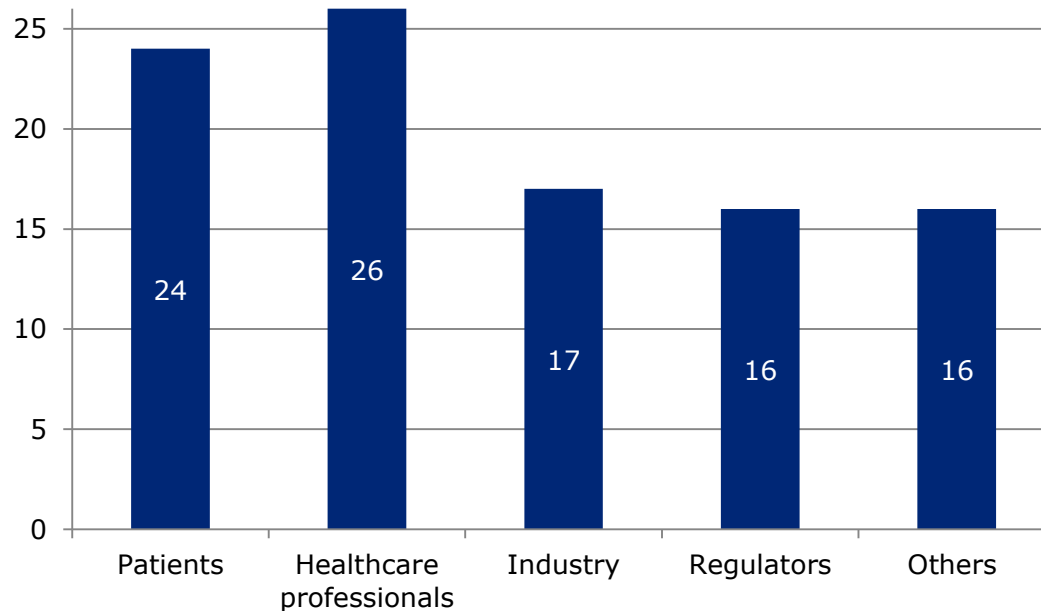
Key outcomes 2/3

- Most authorities update the catalogue as new information becomes available. Some review the information at regular intervals.
- A minority keep resolved shortages on their website (no time limit).
- Most authorities also communicate on revocation or suspension and withdrawals due to commercial reasons.

Key outcomes 3/3

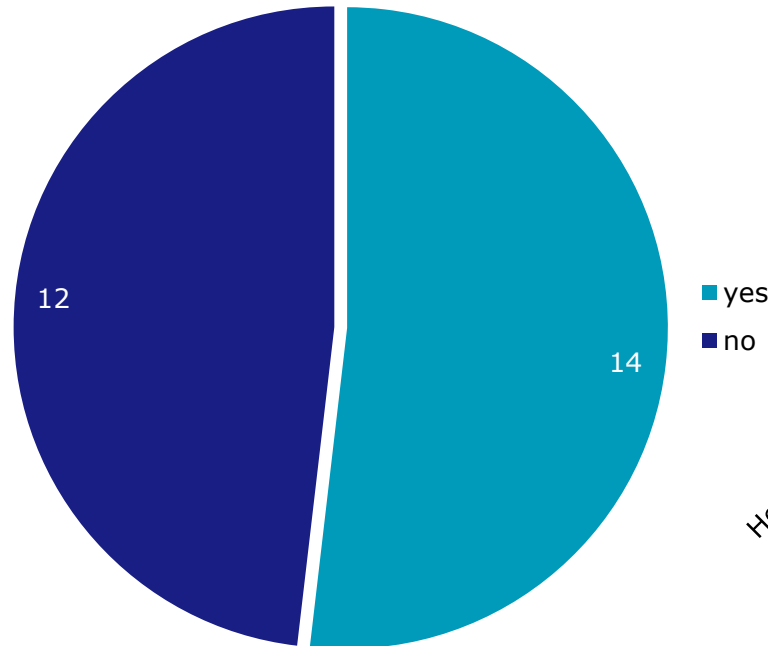
- In most cases the communication materials are prepared by the departments involved in the assessment, i.e. inspection. Communication colleagues are sometimes involved.
- A variety of communication tools are used to reach the target audience. Predominantly organisations' channels (patients, HCPs or learned societies), press releases and professional journals (publications).
- Half of the respondents say they engage with their target audience – but how?

Who is your main target audience for information about shortages?

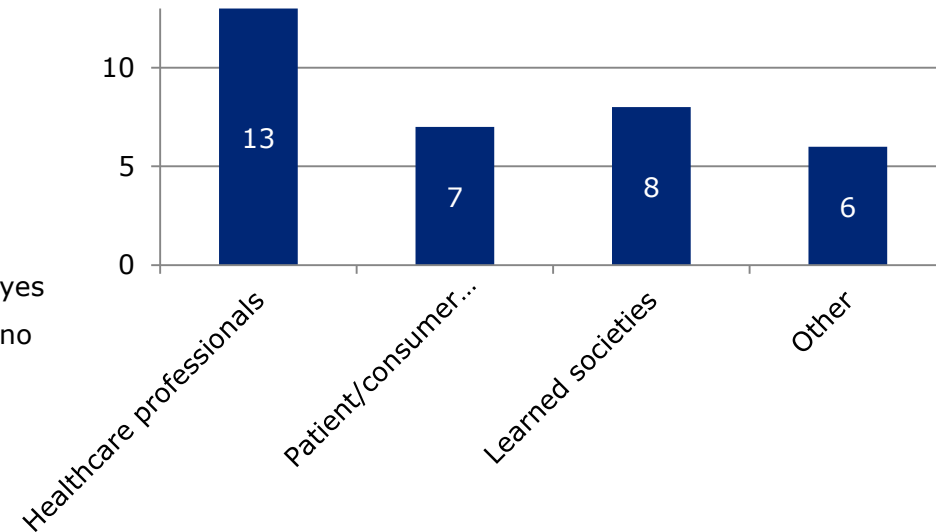


N=26 NB: Select all that apply

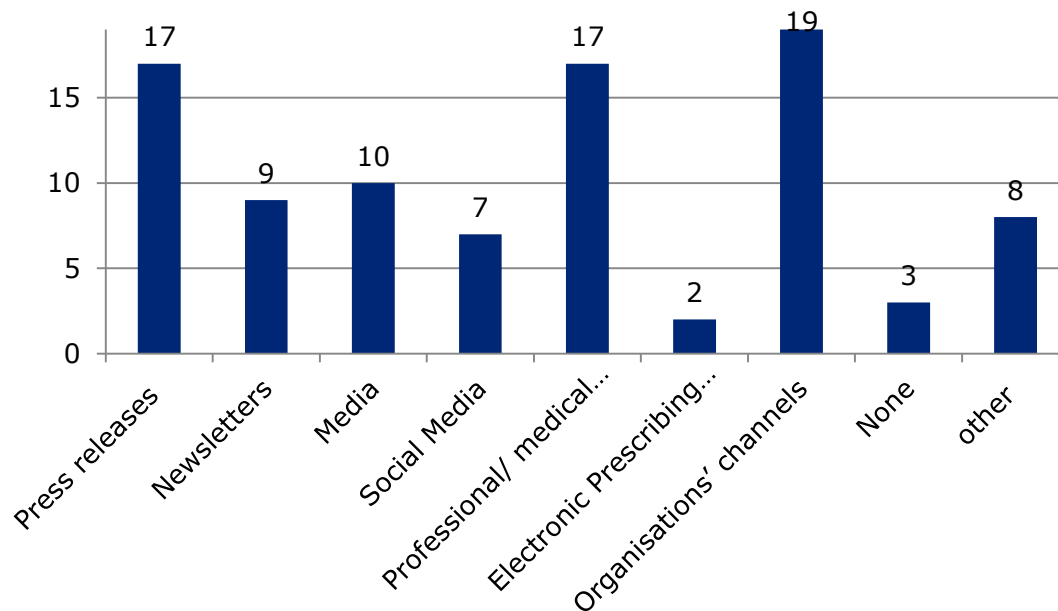
When preparing public communication about shortages, do you engage with target audiences?



N=26



What other tools do you use to communicate? (Besides shortage catalogue)



Conclusions

Positive outlook - most EU/EEA authorities already publish information on shortages

Current public communication practices can benefit from:

- better coordination across the network
- higher visibility and accessibility of the information by patients and healthcare professionals.
- a multidisciplinary approach within the agency and more interaction with target audiences.

Any questions?

Further information

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See websites for contact details

European Medicines Agency www.ema.europa.eu

Heads of Medicines Agencies www.hma.eu

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