



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

## Developments in EMA's communications – what's coming up?

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EMA Human Scientific Committees' Working Party with Patients' and Consumers' Organisations (PCWP) meeting with all eligible organisations





# What is this presentation about?

- Who are our stakeholders?
- Why do we care?
- What structure have we put in place to support engagement with stakeholders and communication?
- What are our plans for the future?



## Who are our key stakeholders?

- Patients
- Health Care Professionals
- Industry
- Academia



## Why do we care?

- To build trust and confidence
- To strengthen transparency
- To capture expectations and needs
- To enrich scientific assessment
- To help ensure that recommendations are understandable and effective
- To share experiences and best practices

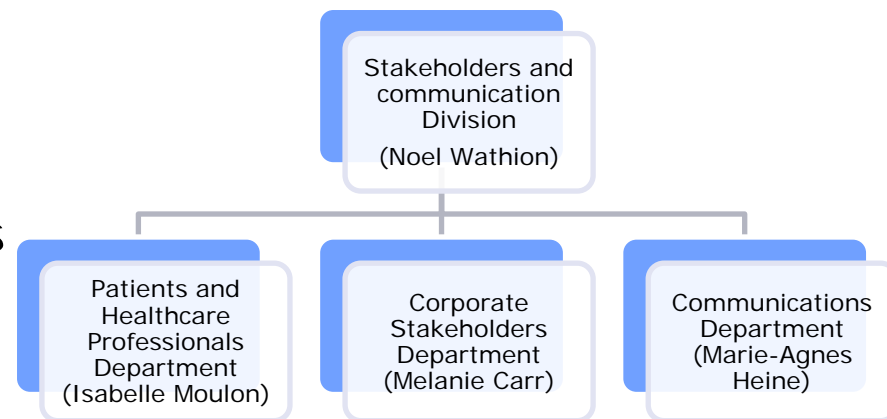


# What structure have we put in place to support engagement with stakeholders and communication?

1. **New Division** for  
Stakeholders & Communication

2. **Three dedicated** Departments

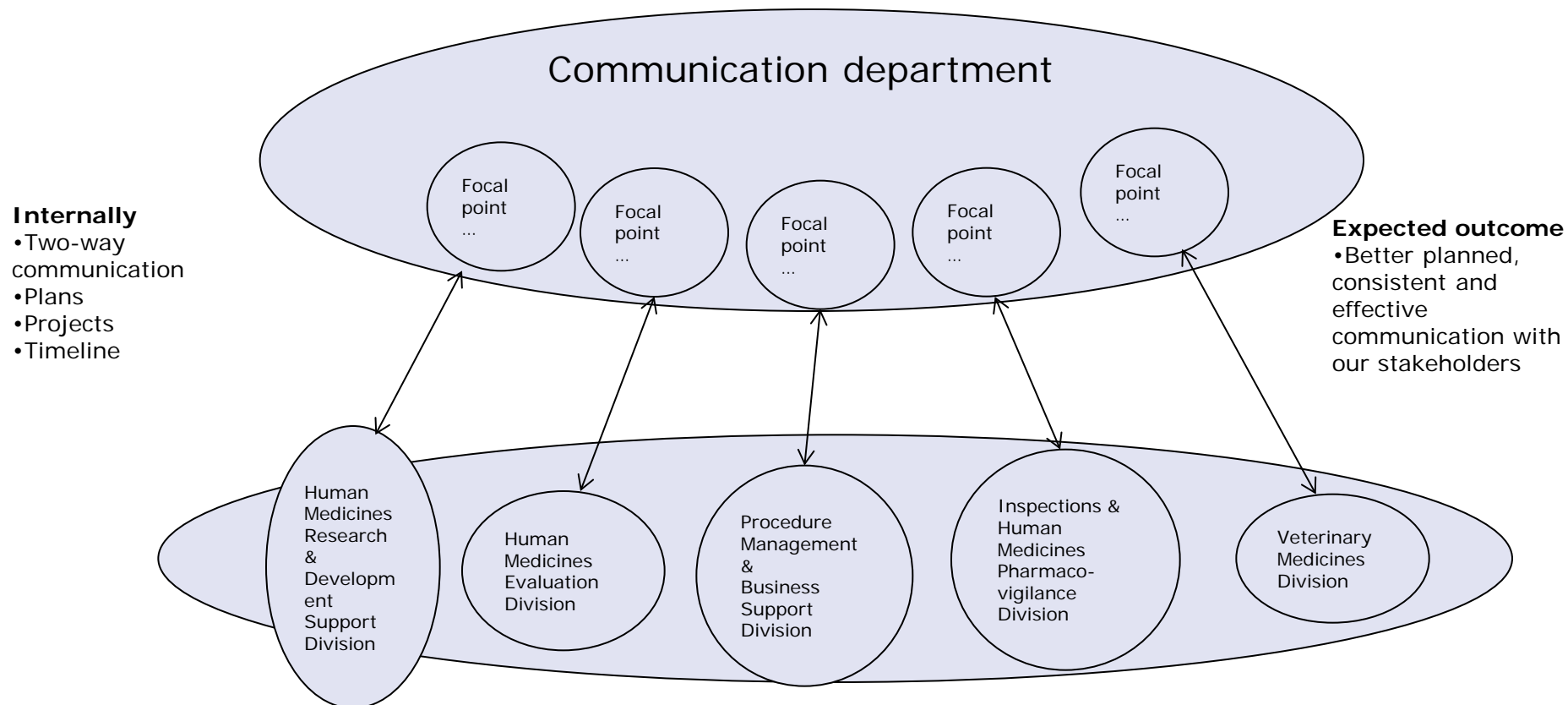
3. A **coherent approach** to  
stakeholder engagement and  
communication



# What are our plans for the future?

Development of new EMA communications strategy  
with clearly identified players and communication objectives

- Perception survey
- Structure and resources needed to meet stakeholders' expectations and needs
- Review and adaptation of communication products and channels for different stakeholder groups
- A system of focal points – to allow better and more proactive planning



# What are our plans for 2015?

2015: 20 years of EMA/ 50 years of EU pharmaceutical legislation

- Re-focus communication
- Increase visibility and awareness
- Use new channels and tools (social media, innovative communications, ...)





# What are our plans for 2015?

Series of events and focus topics during the anniversary year

- A programme is currently under preparation
- A few headline events:
  - 26 January 2015 – staff event
  - March 2015 – launch of 20<sup>th</sup> anniversary book
  - 18 March 2015 – Scientific Conference



# Outlook

The Stakeholder & Communications Division looks forward to working with all of you to

- strengthen EMA's engagement and collaboration with key stakeholders
- increase trust and transparency
- address public health challenges

## Thank you!