



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

# EMA Communication Perception Survey 2022

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Patient and Consumer Working Party (PCWP) plenary meeting

Presented by Christopher Gadd on 27 June 2023  
Head of Online Communication



An agency of the European Union



- **CONTEXT**
- KEY HIGHLIGHTS
- MAIN FINDINGS
  - Importance of EMA communications
  - Communication tools and platforms
  - Communication quality
  - Transparency
  - Stakeholder engagement
- AREAS FOR IMPROVEMENT
- DISCUSSION

## EMA 2022 communication perception survey

87 questions (65 quantitative and 22 qualitative)

Online survey carried out between 1 - 30 September 2022

### Objectives

Gauge perception  
of EMA's  
communication  
activities



Identify  
communication  
challenges and  
opportunities



Support continuous  
improvement and  
inform strategies



## Main topics

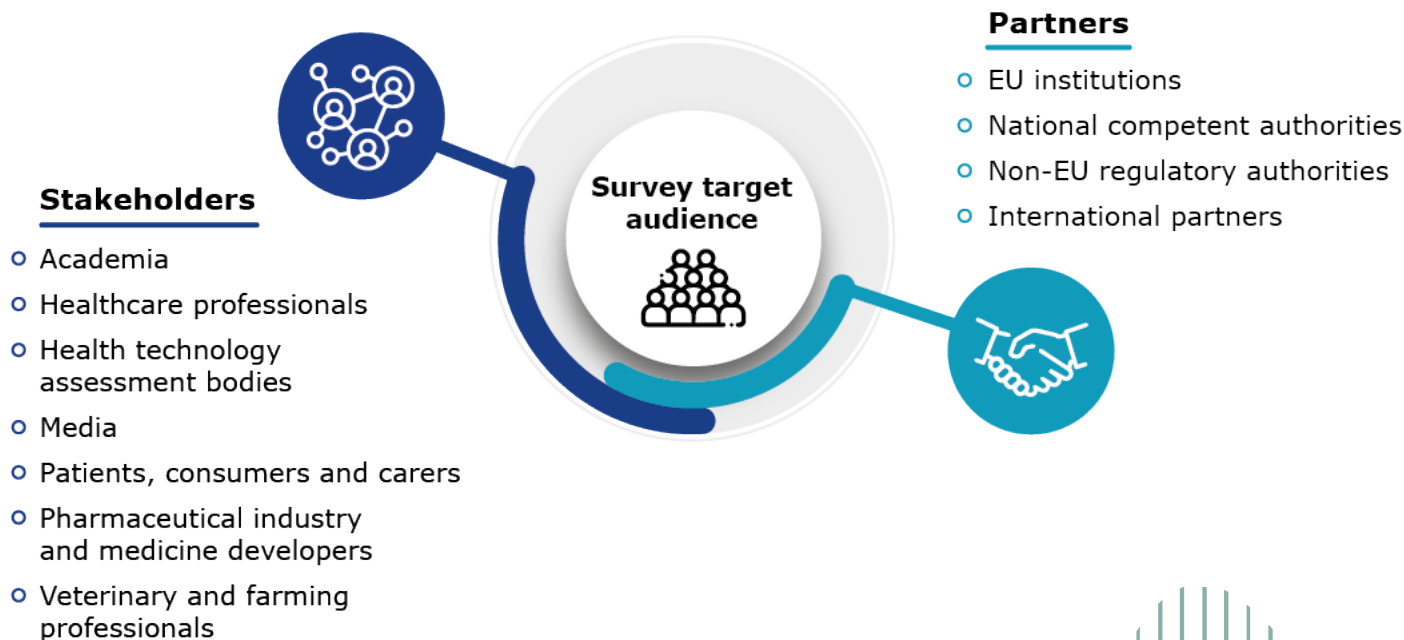
### External communication

- Openness and transparency
- EMA communication materials and tools
- Corporate website
- Covid-19

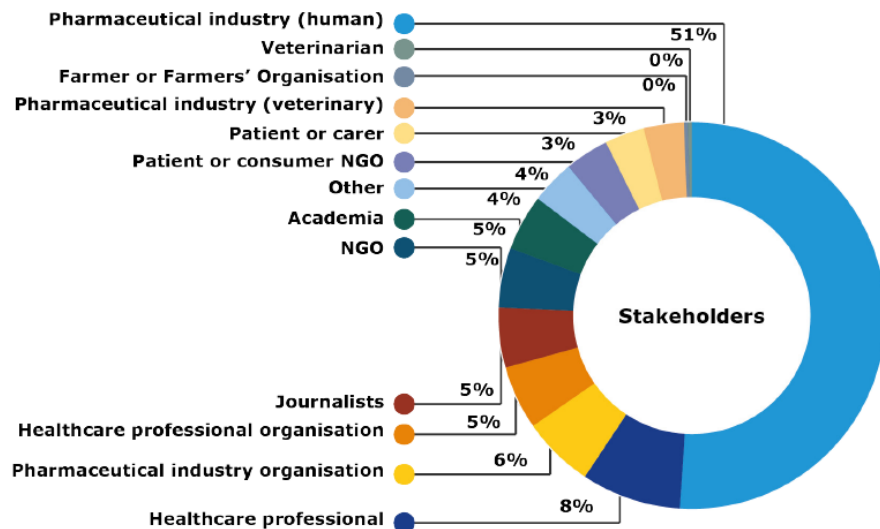
### Engagement

- National competent authorities
  - Early notification system (ENS)
  - Lines to take (LTTs)
- Stakeholders

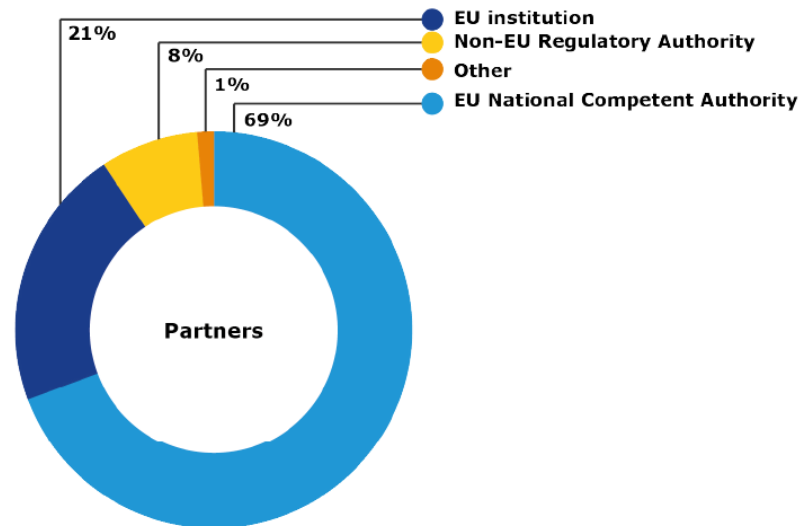
**375 responses** provided by:



## Key stakeholder groups:



## Partner organisations:



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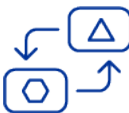
High **satisfaction** with EMA's communication



EMA's communication products and channels are widely **known** and used



Awareness of **digital platforms** and **social media** channels varies



Respondents are actively involved in the **dissemination** of EMA's communication materials (internally or externally)



Over half of the respondents **read** EMA communications at least once a week; about a quarter **share** them at least once a week





Most respondents were positive about the **quality** of EMA's communications, and agreed that the Agency is **open** and **transparent** in its activities



Over half of respondents agreed that EMA **engages** sufficiently with stakeholders



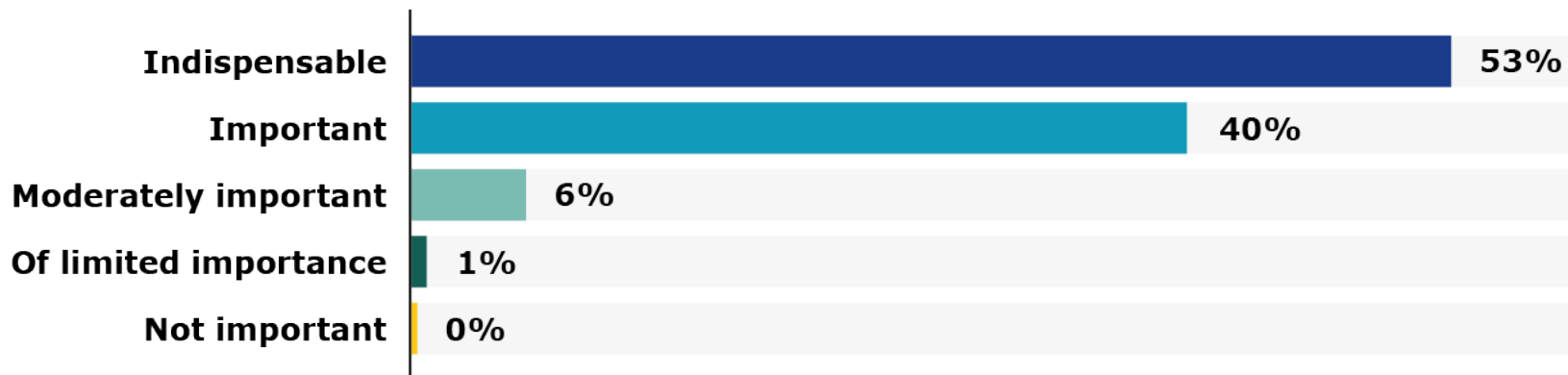
Most **journalists** recognised that EMA's communication to the media has improved or much improved in recent years



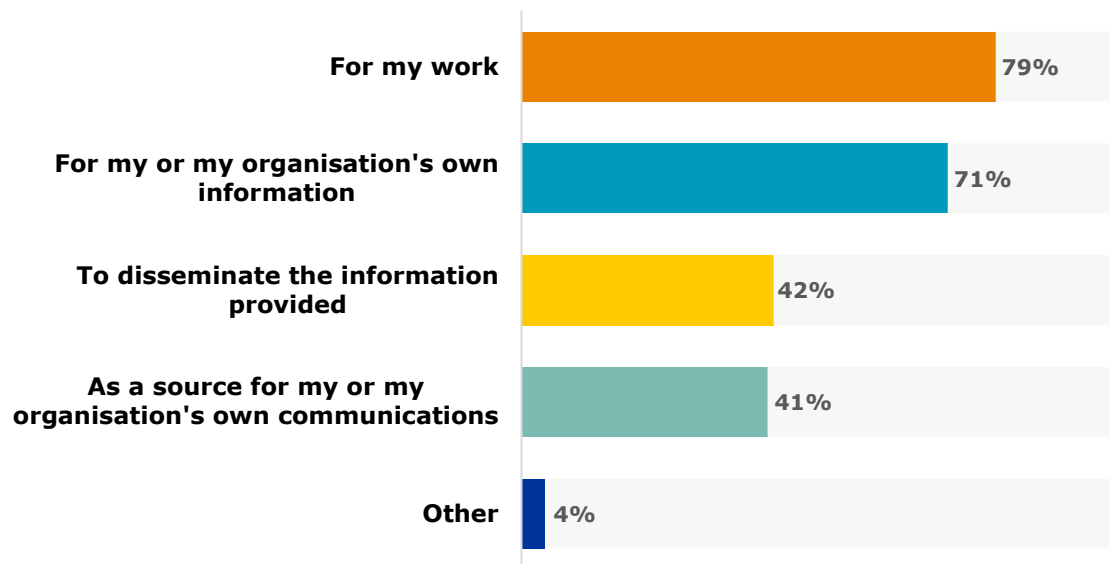
Respondents agreed that EMA is efficient in **coordinating** important public information within the EU regulatory network through its early notification system

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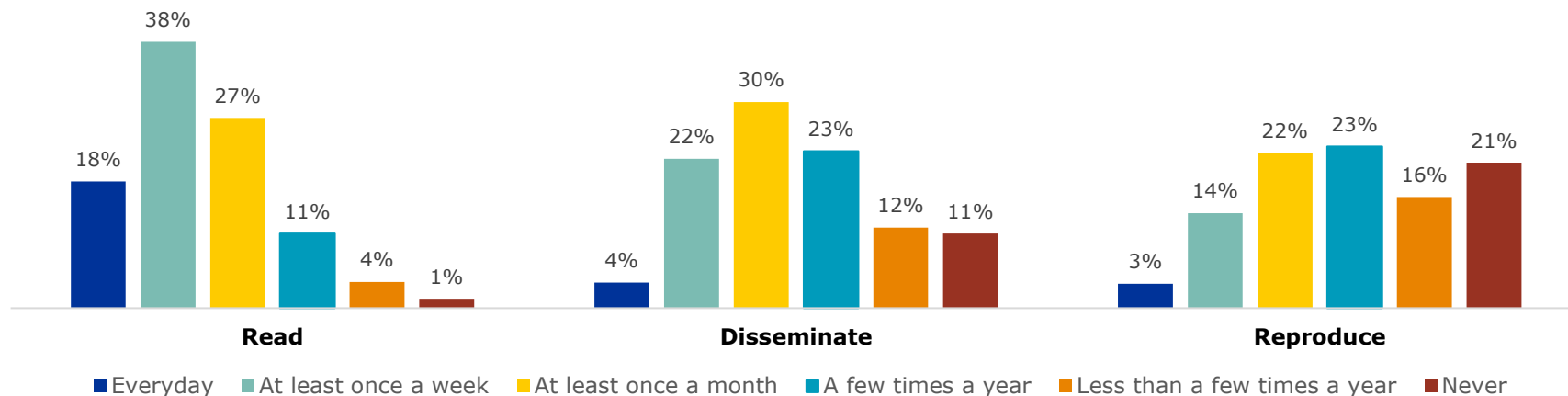
## How important is the information provided by EMA for you or your organisation?



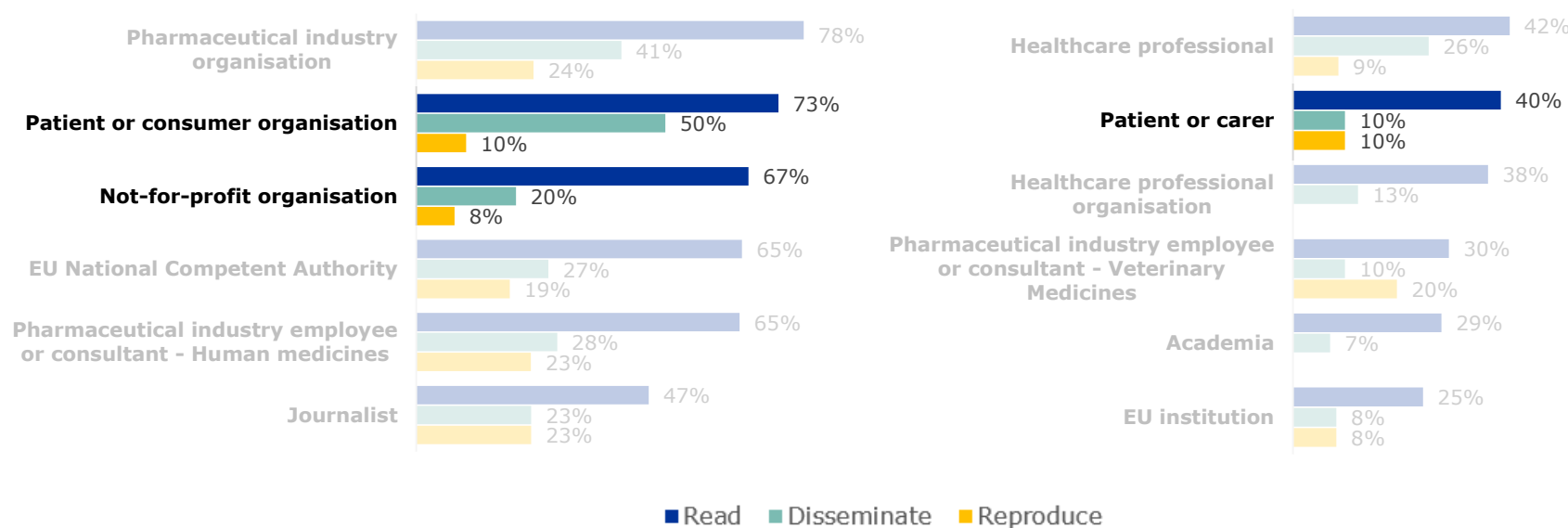
## For which purpose do you use communication material prepared by EMA?



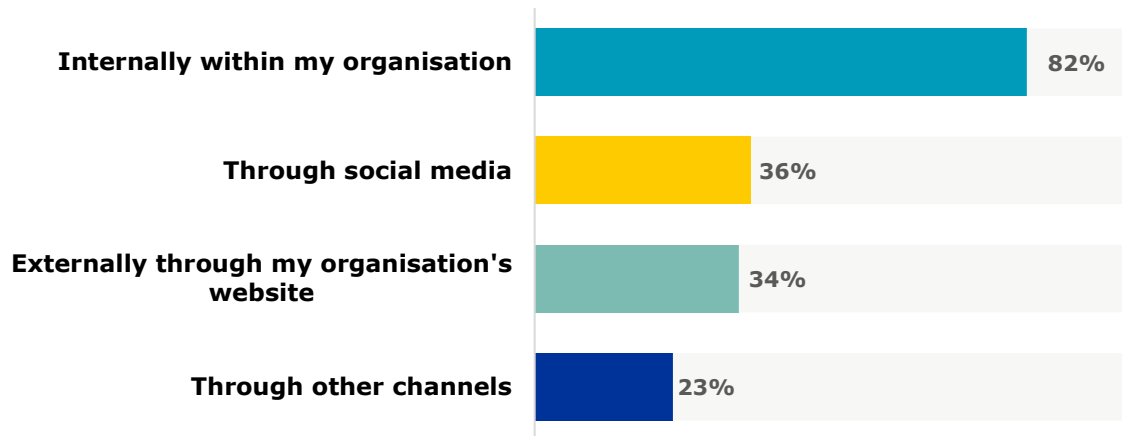
## How often do you read, disseminate, or reproduce communication materials prepared by EMA?



## Stakeholders and partner organisations that read, disseminate and reproduce EMA's communication materials at least once a week



## More specifically, how do you disseminate communication material prepared by EMA?



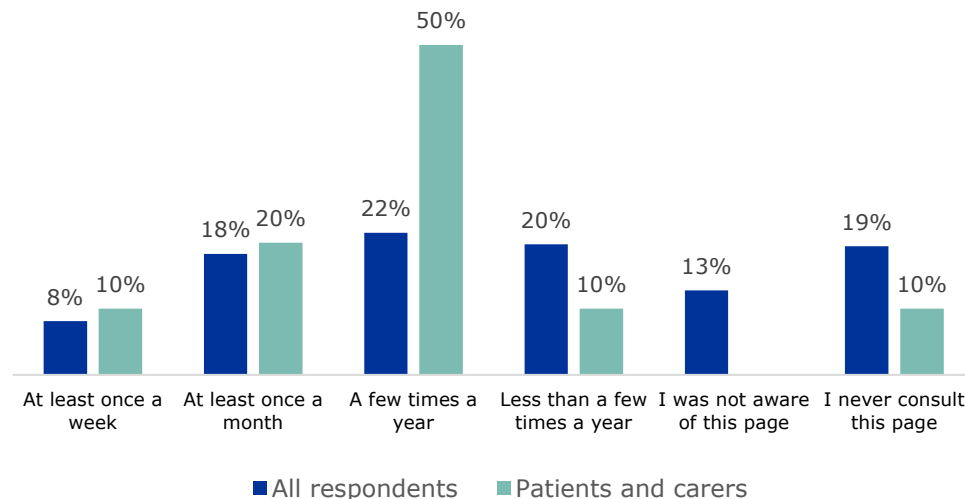
## How often do you consult the 'information for patients and carers' page on EMA's corporate website?



Medicines ▾ Human regulatory ▾ Veterinary regulatory ▾ Committees ▾ News & events ▾ Partners & networks ▾

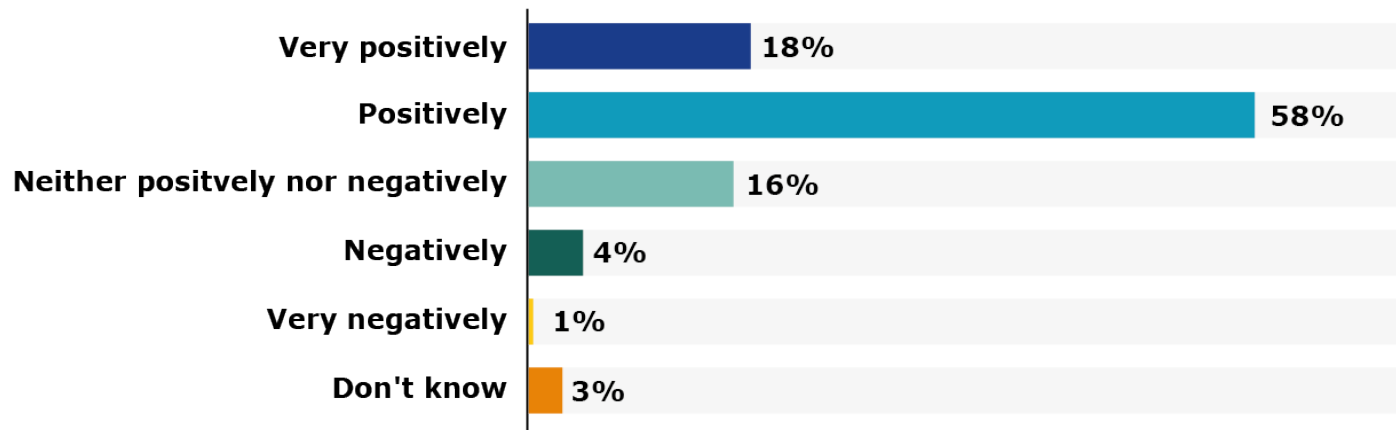
### Patients and carers

On this page, you will find information on the Agency's activities that are most relevant to patients and carers, including news, and events. You can contribute to the Agency's work by responding to [public consultations](#). Learn more about how [Patients and carers are actively involved in the work of the Agency](#).

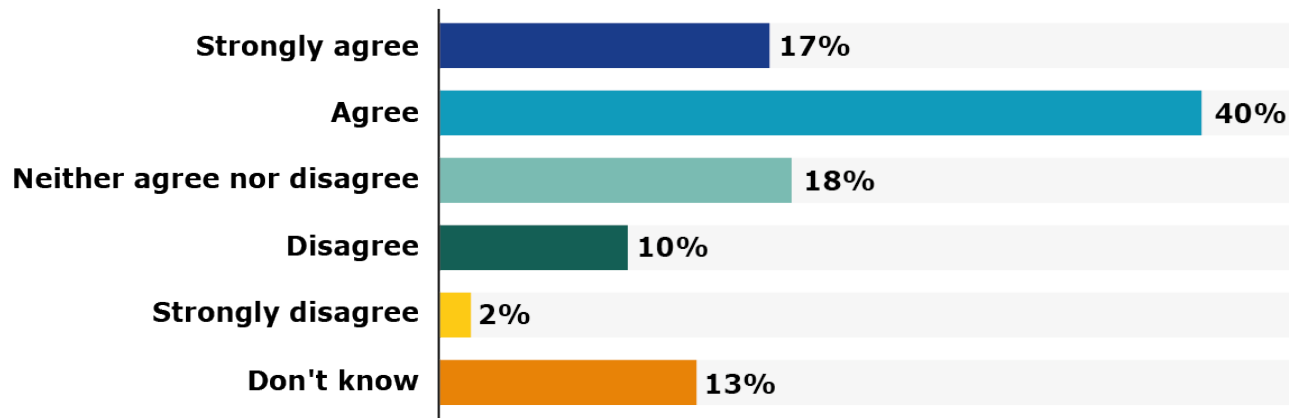




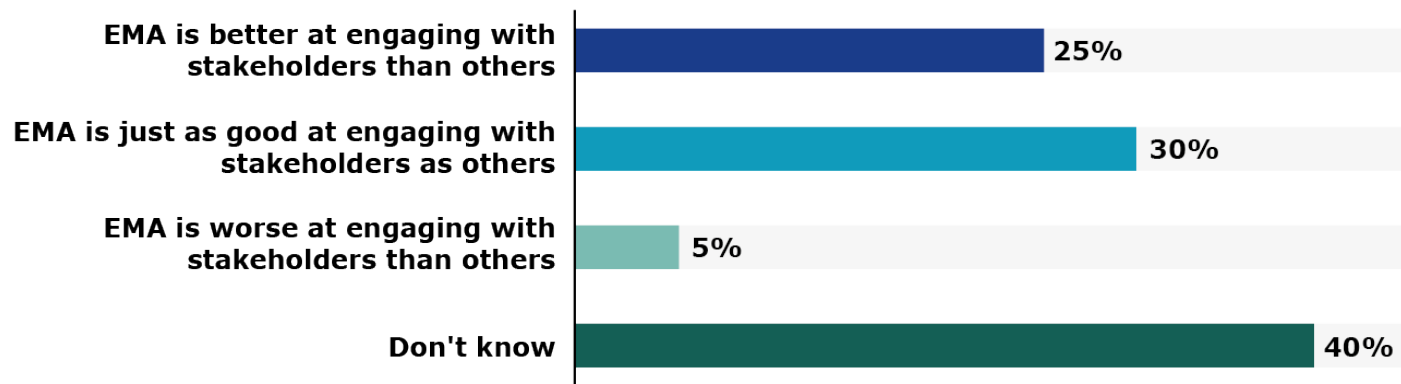
## Overall, how do you rate EMA's external communication?



## EMA is sufficiently engaging stakeholders in its activities:



**How do you rate EMA's engagement with stakeholders compared to other international institutions and/ or regulatory authorities worldwide?**





"My experience says that EMA is really open and transparent. I have been using EMA's communication materials for many years. EMA's communication is also honest and timely.

*(Patient or carer)*

"Public versions of documents are always made available within a reasonable timeframe. Transparency is one of the things I have always admired about the European Union's institutions."

*(Patient or carer)*

"You are the EU model on stakeholder engagement. Thank you!"

*(Representative of patient or consumer organisation)*

"EMA's external communication during COVID-19 was very active and we would like to see this approach implemented for non-COVID areas. Moreover, we found very useful the bi-weekly press briefings livestreamed for the general public during COVID-19."

*(Representative of pharmaceutical industry organisation)*

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Further **tailoring EMA's communications** to meet the needs of its partners within the EU regulatory network, such as EU institutions



**Engaging researchers and academia** stakeholders more actively to ensure that they understand and use EMA's materials in their work



**Increasing awareness** and use of communication tools and platforms used, such as EMA's **YouTube channel and the AskEMA service**



Ensuring materials, such as videos and infographics shared via EMA's social media channels, are **available and easily accessible** via its corporate website



Translating communication materials and making them publicly available in **languages** other than English;



Continuing to improve the structure, design and functionalities of the **EMA website** to make it easier to navigate and use



Increasing the use of **visual materials**



**Expediting publication** of video recordings of workshops and public meetings



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# Discussion

*Do any of these findings surprise you?*

*What can we do to increase dissemination and re-use of EMA's content and materials?*

*What could this group do to increase reach and engagement with audiences in EU countries?*



# Any questions?

## Further information

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