



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Perception survey 2017

PCWP and HCPWP joint meeting



EMA Communication Perception Survey 2017

Goals

- Obtain representative, quantitative, qualitative and credible **feedback about EMA's communication activities from its partners and stakeholders** in the EU and elsewhere
- **Identify communication challenges and opportunities** that can feed into the development of EMA's future communication strategies and annual work plans
- Build on the baselines established by the 2015 survey and **compare results from 2015 and 2017** to measure trend and impact of our communication strategies



EMA Communication Perception Survey 2017

Target audiences

Partners

- National competent authorities
- European Commission
- EU agencies (EFSA/ECDC/ECHA/EMC DDA/EEA)
- EU institutions (EU Parliament)
- Non-EU regulatory authorities
- WHO

Stakeholders

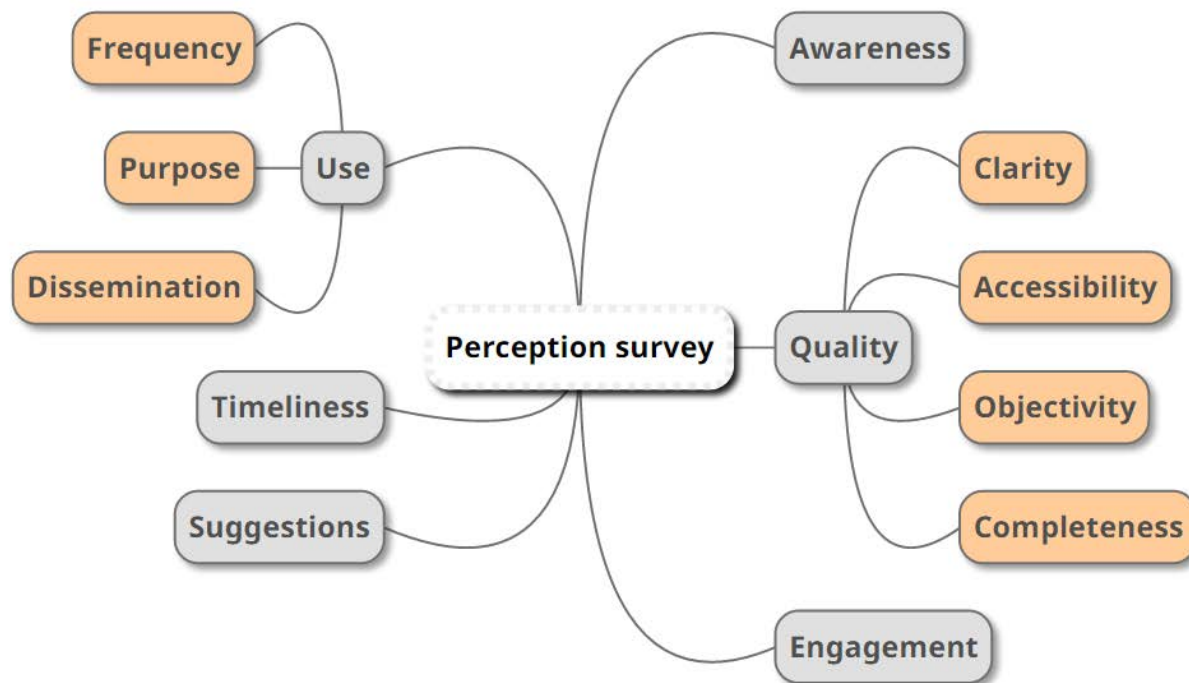
- Patients, patient/consumer orgs.
- HCPs, HCP orgs.
- Animal health professionals
- Farmers' reps.
- Pharma industry
- Academia
- Media
- HTA bodies

Web users

- Patient/consumer
- Carer
- HCP
- Vet
- Farmer
- Academic
- Pharma
- Journalist
- Not-for-profit
- EU institution /NCA/Regulator outside EU

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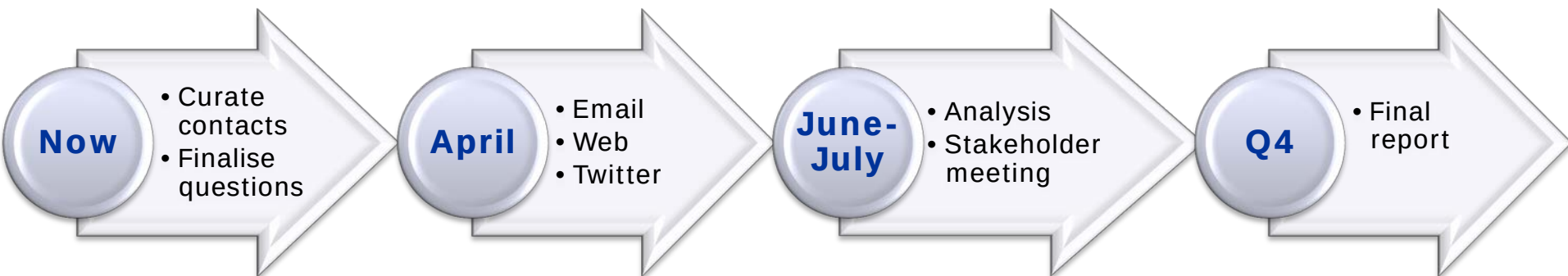
Topics





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Tactics and timelines





Thank you for your attention

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