

EMA satisfaction surveys

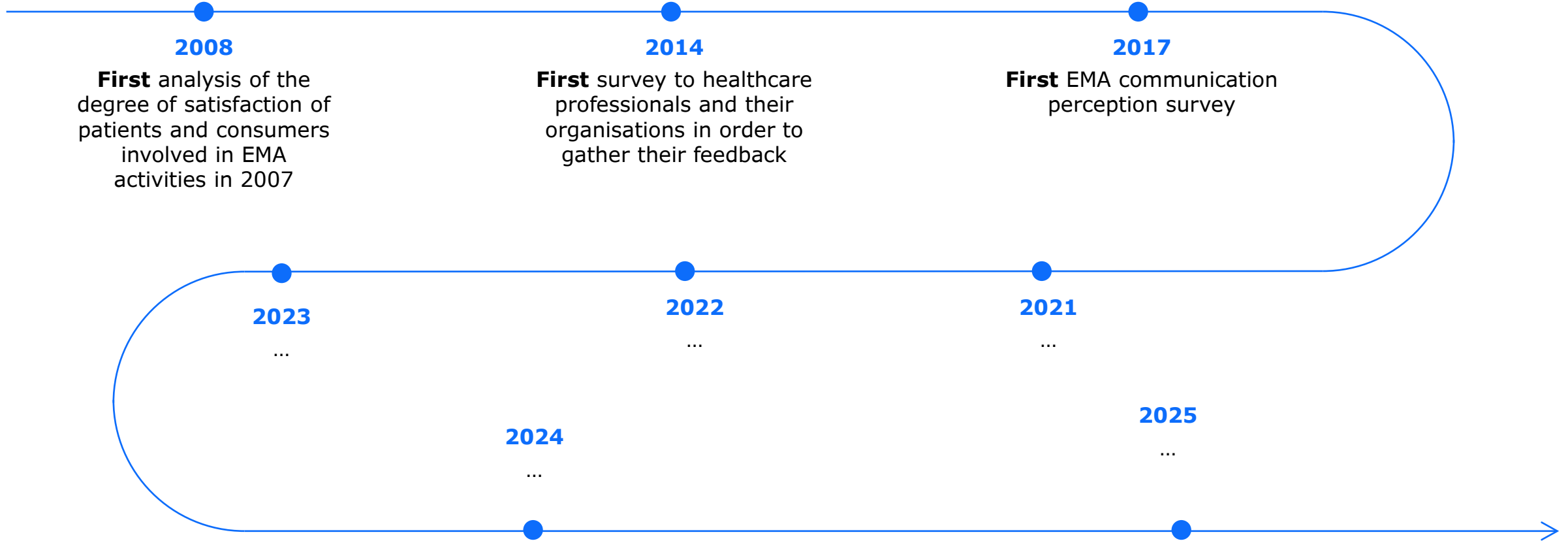
PCWP/HCPWP meeting

24 Sep 2025

Ivana Silva



Satisfaction and communication perception surveys



EMA communication perception survey

Context



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



Classified as internal/staff & contractors by the European Medicines Agency

Scope of the survey



Main topics

External communication

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

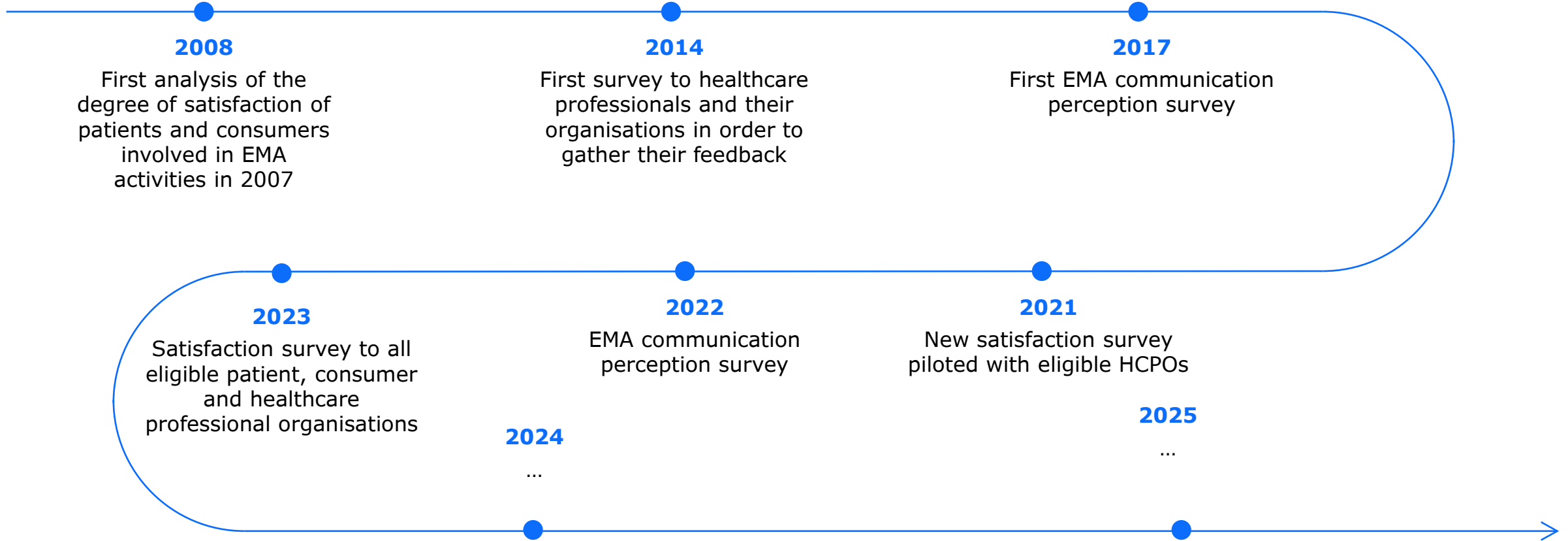
Engagement

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

3

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Satisfaction and communication perception surveys



2023 Satisfaction survey to eligible patient, consumer and healthcare professional organisations



SURVEY RUN FROM 23 FEBRUARY TO 24 MARCH - SENT TO ALL 38 ELIGIBLE ORGANISATIONS

Survey goals



2

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- Generally high satisfaction and positive comments
 - Low participation rate from PCOs leaves questions about the “silent majority”
 - Smaller participation than 2021 survey for HCPOs
- High recognised value of engaging with EMA for organisations
- Topic interests and engagement methodologies reflective of Agency’s priorities and ongoing work
- Results to feed into discussion on PCWP/HCPWP work

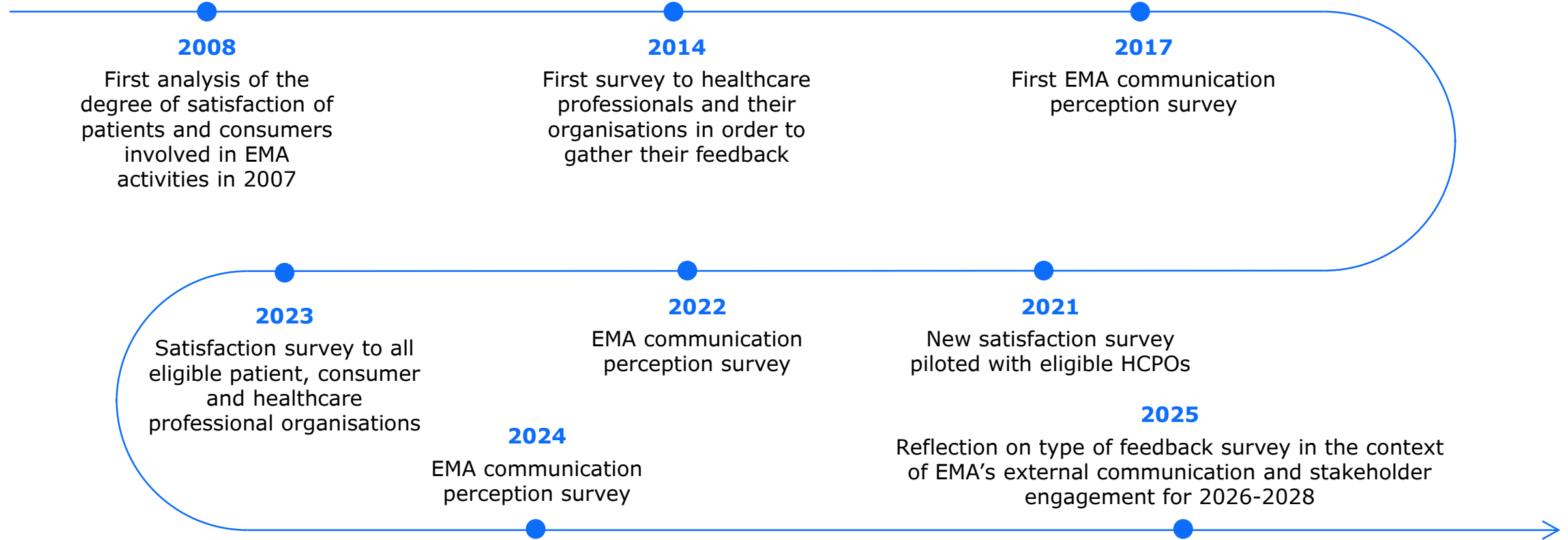
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It was agreed that future satisfaction surveys should involve members in their co-creation, with the aim of increasing impact and participation.

Patients and Consumers Working Party (PCWP) meeting

27 June 2023

Satisfaction and communication perception surveys





**Call for
small
group of
volunteers**



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Thank you

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