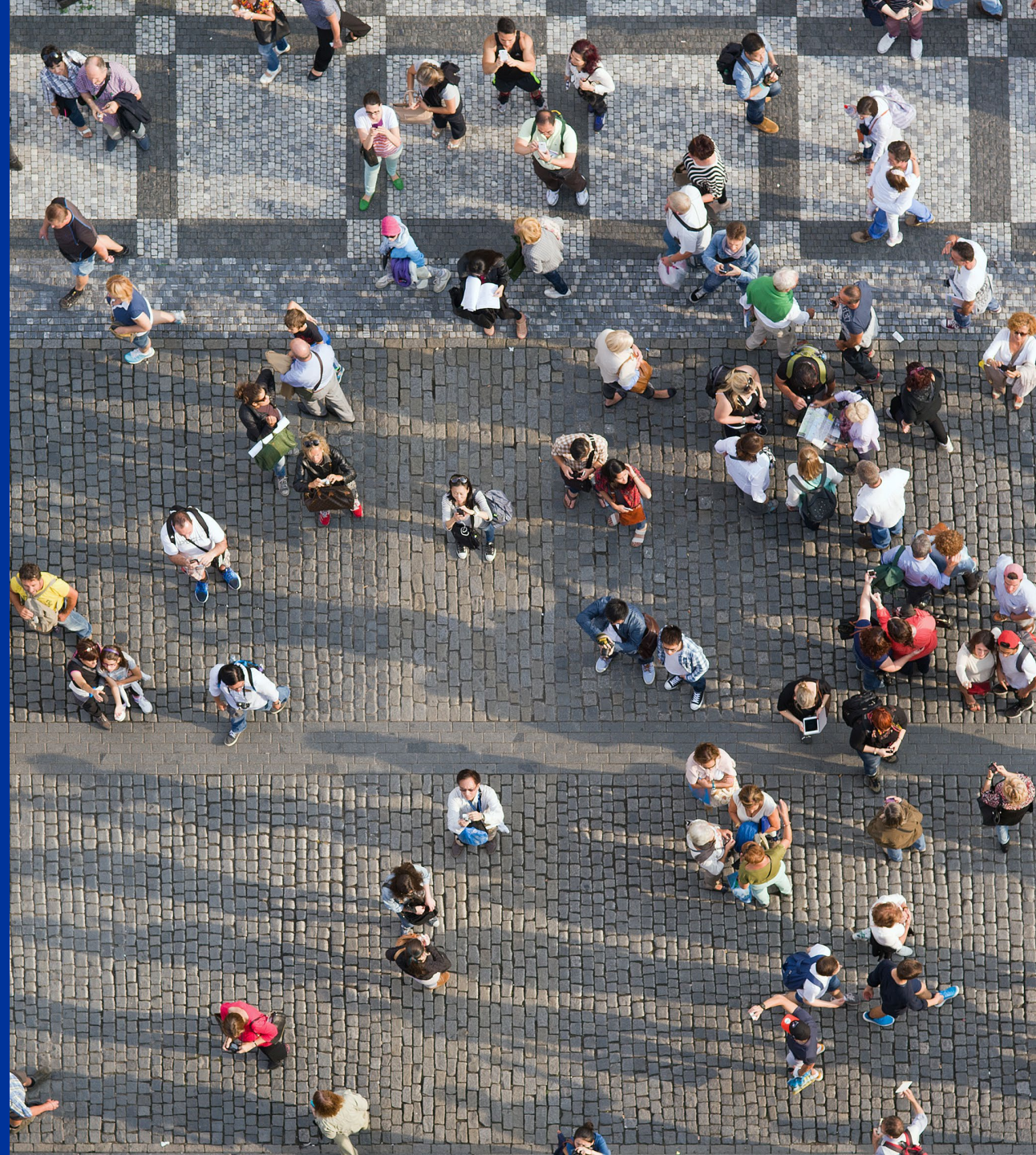


Industry stakeholders feedback on engagement and communication activities

Analysis of the feedback received



Background

The [European medicines agencies network strategy 2028](#) recognises the importance of strengthening collaboration with key industry stakeholder groups in response to rapid scientific, technological and regulatory change.

[Presentation from the 12th ISG.](#)

PURPOSE

To ensure effective communication and to maintain an active engagement with key industry stakeholder organisations

SCOPE

Eligible industry stakeholder organisations and their affiliated members

METHODOLOGY

Survey and interviews on EMA's engagement and communication activities/initiatives

Industry organisations who contributed



3 Industry stakeholders' feedback on engagement and communication activities



Industry stakeholders' feedback on engagement and communication activities

Survey (consolidated feedback from the members of 37 eligible industry organisations)

25 questions requesting feedback on:

- EMA communication channels
- Targeted mailing
- Written and public consultations
- Surveys
- Engagement for events
- Suggestions for improvements



Interviews with secretariats from 16 eligible industry organisations

7 questions requesting feedback:

- Processing of Agency's communication and engagement requests
- Preferred method for communications
- Engagement drivers, barriers and preferences
- Suggestions for improvement



Feedback received from the survey and interviews

Feedback from the survey

52% response rate (19 out of 37 eligible organisations contributed)

Positive feedback on current practices

- Targeted mailing as preferred channel
- Reminders/deadlines considered useful
- EMA corporate website monitored
- No duplication perceived across channels (website/emails/newsletters) but coordination in publication was suggested.

Consultations Drivers

- clarity of scope and aim
- access to EMA for clarifications
- clarity on how feedback will be used

Barriers

- perceived irrelevance
- lack of time
- lack of required expertise

Surveys Drivers

- clarity of scope
- adequate time allocated to respond
- clarity of the questions

Barriers

- perceived irrelevance
- lack of time
- missing background information

Events Drivers

- availability of the requested expertise
- alignment with company priorities
- clear benefits for the company

Barriers

- time constraints/scheduling conflicts
- event content relevance
- travel and accommodation costs

Feedback from interviews

16 eligible organisations contributed

Positive feedback on current practices

- Targeted mailing as preferred channel with reminders considered useful.
- The communications received are considered clear and well-structured. Some suggestions to improve the clarity were made.

Processing EMA communication/requests

- Trade organisations triage usually carried out to assess relevance and urgency of the request further dissemination to affiliated members and/or relevant working groups.
- The topic of the communication determines follow up actions.

Engagement drivers

- Topic relevance and impact to the sector represented
- Possibility for a more in-depth and strategic discussions
- Receiving the agenda in advance
- Hybrid formats
- Availability of seats

Engagement barriers

- Lack of clarity regarding topic selection or group remit
- Limited seat number
- Availability of relevant expertise
- Short deadlines

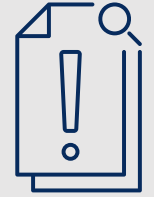


Feedback on SAFe activities

Feedback on SAFe


During the interviews, a selection of 10 organisations experienced in working with the Agency under the SAFe methodology were asked to provide feedback on engagement and communication initiatives.

- General satisfaction with current initiatives (e.g. quarterly system demos, info days, quarterly strategic portfolio review, targeted mailing).
- More detailed strategic roadmaps.
- Current confidentiality requirements are limiting factors for Subject Matter Experts.



Recommendation

- enhance SAFe activities understanding with clearer and up to date roadmap and enhance interactions.



Recommendations and overall conclusions

Recommendations



Communication channel

- Maintain targeted emailing as the primary channel to inform industry stakeholders about key updates and events.



Communication clarity

- Reinforce clear communication with email subjects and structured text.
- Ensure that activities and events are relevant to the targeted organisations.



Transparency

- Ensure coordination between publication of information and dissemination the same information.
- Provide up to date overviews and increase transparency of all activities involving industry nominated representatives.
- Ensure transparency on outcome of consultations and surveys and, as possible, highlight how stakeholders feedback was implemented.
- Inform Industry on Agency's engagement and communication practices.

Recommendation that could be implemented by both the Agency and Industry trade organisations.

Recommendations



Corporate website

- Ensure that the website provides updated information.
- Refine search capabilities.
- Enhance transparency on the nature of changes of updated documents.



Consultations/surveys

- Ensure clarity of scope and aim of consultations and surveys.
- Evaluate improvements to EU survey management tool.



Engagement

- Ensure adequate and realistic timelines and identify suitable timings for launching initiatives and hosting events.
- Enhance stakeholders' participation to event and activities in terms of topic selection and seat availability.
- Enhance clarity on objectives, scope, and target audience for ISG and other stakeholder platform meetings to avoid duplication
- Enhance strategic discussion and alignment during ISG meetings.

Overall conclusions



The positive feedback received confirms that the current practices in place are ensuring effective communication and active engagement with stakeholders.



Maintain a positive engagement by clarifying groups/platforms scopes and boost strategic dialogue and cooperation in the selection of agendas.



Ensure active industry engagement in consultations, initiatives and events by implementing the proposed recommendations.

Next steps

- The recommendations were discussed internally to establish specific deliverable.
- The report will be published on the [Pharmaceutical industry](#) webpage.
- Implement the recommendations as needed.





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Thank you

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