

# 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.

## 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*

[Presentation from the 12<sup>th</sup> ISG.](#)

# Industry organisations who contributed



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The European Association for Bioindustries



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PLASMA PROTEIN THERAPEUTICS ASSOCIATION



ACTIVE PHARMACEUTICAL INGREDIENTS COMMITTEE



European Manufacturers of Autogenous Vaccines & Sera

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# 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

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# Feedback from the survey

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

| <b>Positive feedback on current practices</b>  | <b>Consultations</b><br><b>Drivers</b><br><br><b>Barriers</b>   | <b>Surveys</b><br><b>Drivers</b><br><br><b>Barriers</b>   | <b>Events</b><br><b>Drivers</b><br><br><b>Barriers</b>   |
|--|---|---|--|
| <ul style="list-style-type: none"><li>➤ Targeted mailing as preferred channel</li><li>➤ Reminders/deadlines considered useful</li><li>➤ EMA corporate website monitored</li><li>➤ No duplication perceived across channels (website/emails/newsletters) but coordination in publication was suggested.</li></ul> | <ul style="list-style-type: none"><li>• clarity of scope and aim</li><li>• access to EMA for clarifications</li><li>• clarity on how feedback will be used</li></ul><br><ul style="list-style-type: none"><li>• perceived irrelevance</li><li>• lack of time</li><li>• lack of required expertise</li></ul> | <ul style="list-style-type: none"><li>• clarity of scope</li><li>• adequate time allocated to respond</li><li>• clarity of the questions</li></ul><br><ul style="list-style-type: none"><li>• perceived irrelevance</li><li>• lack of time</li><li>• missing background information</li></ul> | <ul style="list-style-type: none"><li>• availability of the requested expertise</li><li>• alignment with company priorities</li><li>• clear benefits for the company</li></ul><br><ul style="list-style-type: none"><li>• time constraints/scheduling conflicts</li><li>• event content relevance</li><li>• travel and accommodation costs</li></ul> |

# 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 remits
- Limited seat number
- Availability of relevant expertise
- Short deadlines

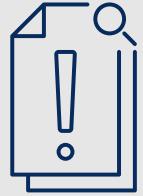


# Feedback on SAFe activities

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# 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.



## Recommendation

- 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.
- 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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