



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

## Shareable communications content

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An overview of recent work

Patients and Consumers Working Party (PCWP) meeting with all EMA eligible patient/consumer organisations

Presented by Monika Benstetter on 22 November 2017  
Head of Media and Public Relations

An agency of the European Union





Talk to us!  
EMA seeks views of women  
with bipolar disorder  
with experience of using  
valproate.





# World Hepatitis Day - 28 July 2017



**4.7** million people live with chronic hepatitis B

**3.9** million people live with chronic hepatitis C

EMA authorised medicines in the EU:

**5** vaccines  
for hepatitis  
A and B



**8**

medicines for  
hepatitis B

Baraclude, Lamivudine Teva,  
Sebivo, Tenofovir disoproxil Mylan,  
Tenofovir disoproxil Zentiva,  
Vemlidy, Viread, Zeffix

**17**

medicines for  
hepatitis C

Daklinza, Epclusa, Exviera, Harvoni,  
IntronA, Olysio, Pegasys, PegIntron,  
Rebetol, Ribavirin Mylan, Ribavirin Teva,  
Ribavirin Teva Pharma B.V., Sovaldi,  
Victrelis, Viekirax, ViraferonPeg, Zepatier





Every patient matters





Patients and health care  
professionals, do you  
report side effects?







# THE GLOBAL THREAT OF ANTIMICROBIAL RESISTANCE

*Awareness session*

*19 September 2017, 8.30am - 5.15pm  
at EMA*





This positive experience confirms that giving patients a platform to tell their story was the right thing to do.

Linda McAvan, Member of the European Parliament



#EMAPublicHearing #valproate

There was an open, non-judgemental atmosphere that allowed all participants to talk with equal credibility.

François Houyez, EURORDIS



#EMAPublicHearing #valproate

The public hearing was a great opportunity to hear many different views in a relatively short time on a problem of high complexity.

Martin Brodie, International Bureau for Epilepsy



#EMAPublicHearing #valproate

It was a great opportunity to share experiences and ideas with PRAC on how pharmacists could play an increased role in raising awareness about the risks of valproate.

Jūratė Švarcaitė, PGEU



#EMAPublicHearing #valproate





# PRIME

The first 12 months  
The European Medicines Agency (EMA) developed its Priority Medicines (PRIME) scheme in line with the European Commission's priorities and the European medicines regulatory network's strategy to 2020.



## Addressing patients' needs

- PRIME aims to bring promising medicines that meet regulatory requirements to patients earlier by optimising and supporting their development.
- The scheme focuses on medicines that address an unmet medical need and that have the potential to bring a major therapeutic advantage to patients.
- With PRIME, EMA translates scientific advances into the development of medicines that can make a real difference to patients' lives.

## 20 requests granted (by type of medicine)

- 12 advanced therapies (of which 8 orphan medicines)
- 2 biological medicines (of which 1 orphan medicine)
- 5 chemical medicines (of which 3 orphan medicines)
- 1 vaccine

## 1 in 3 medicines targets a disease for which no treatment exists

## 96 requests processed (between April 2016 and April 2017)

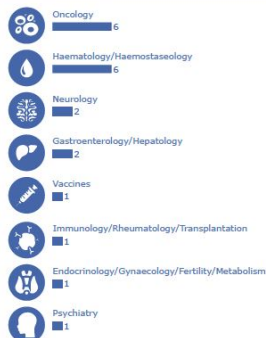


22% success rate

## 71 requests denied (multiple reasons in some cases)

- ~70% Data not sufficiently robust
- ~40% Justification of therapeutic advantage insufficient
- ~20% Development too advanced

## PRIME medicines (by therapeutic area)



# CMA

Conditional Marketing Authorisation  
How early access to medicines has helped patients from 2006 to 2016

## What it is

- an EU early access route for medicines
- for medicines that fulfil an unmet medical need
- only granted if the benefit of immediate availability for patients is greater than the risk of less comprehensive data than normally required
- valid for a year; can be renewed annually
- comprehensive data is generated post-authorisation, to agreed timelines

## Scope includes

- medicines to target seriously debilitating or life-threatening diseases
- medicines to fight public health threats in emergency situations (e.g. a pandemic)
- medicines to treat rare diseases

**30 CMA** 24 Target debilitating or life-threatening conditions  
14 Are orphan medicines  
3 Address emergency situations linked to a public health threat

## By therapeutic area



## 107 post-authorisation obligations (of these, 57 obligations were fulfilled before June 2016)

Categories of specific obligations imposed on companies



How timely was the submission of specific obligation results?



>90%

of completed specific obligations did not have major changes to their scope

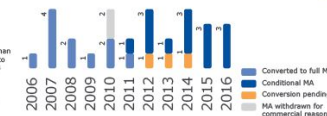
~70%

of specific obligations were completed within specified timelines

## By year

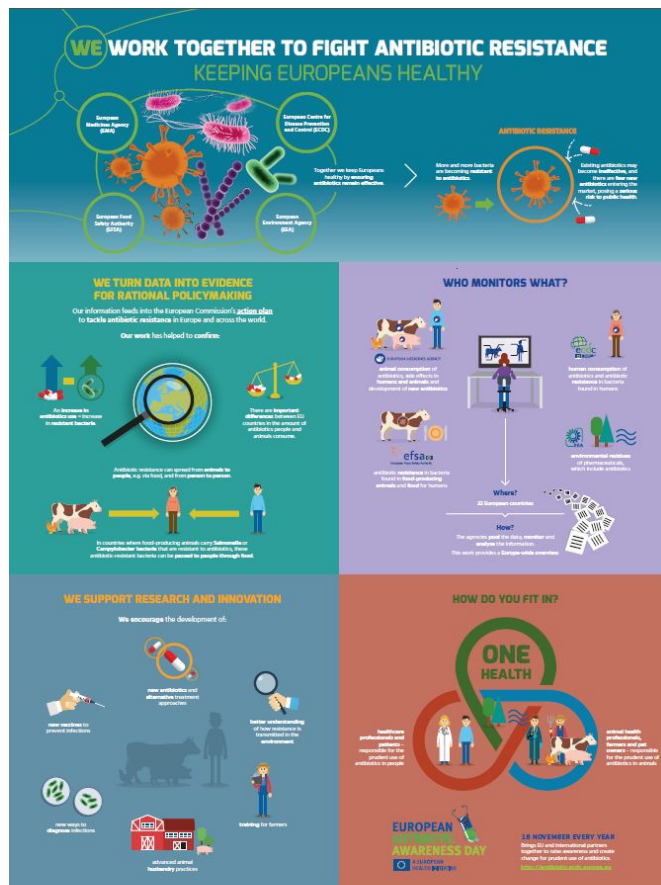
EMA's Committee for Medicinal Products for Human Use (CHMP) reviews all data collected annually to decide about a further renewal of the CMA or its conversion into a standard marketing authorisation.

On average, a CMA is converted into a standard marketing authorisation within 4 years.



» The cut-off date for data collection is June 2016





# EMA

# 1 year anniversary of clinical data publication

## Clinical data publication - background

- In October 2016, EMA started to publish clinical reports underpinning the market authorisation of new medicines for human use
- Hundreds of clinical reports submitted by pharmaceutical companies have already been published
- Clinical data publication is a groundbreaking transparency initiative and, worldwide, EMA is the first regulatory authority to provide such broad access to clinical data

## What is published and when?

- Clinical reports are published on a dedicated website ([clinicaldata.ema.europa.eu](http://clinicaldata.ema.europa.eu)) for:
  - all marketing-authorisation applications submitted to the Agency as of 1 January 2015
  - all applications submitted to extend the existing clinical indication of a medicine as of 1 July 2015
- The reports are published once authorisation is granted by the European Commission
- reports supporting applications that are withdrawn

## Who benefits?

- Patients: Better medicines, protection from unnecessary trials
- Academia and researchers: Enhanced scientific knowledge
- Pharma industry, including small and medium-sized enterprises: Quality research & development and innovation
- Healthcare professionals: Better practice of medicines



## Data published so far

**50** medicines relating to 54 regulatory procedures

**36** marketing authorisation applications including 2 withdrawn applications

**18** variations to extend the clinical use of a marketed medicine

**3,279** documents

**1.3 million** pages

## Users

3,641 registered



## Usage

22,164 views

80,537 downloads

## Responders of a recent survey say that ...

- Data are:
  - useful **62%**
  - not useful **6%**
  - in an understandable format **87%**
- Publishing clinical data helps:
  - EMA to build trust and confidence in its scientific and decision-making processes - **3/4 responders**
  - researchers to re-assess the clinical data - **2/3 responders**



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Christoph Thalheim  
European Multiple Sclerosis Platform

Engaging with patients



emainfo



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8



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## For discussion

Have you shared or used any of these materials?

What is the biggest obstacle for you/your organisation to share/use this?

Your feedback matters to us – how can we best collect it?





# Any questions?

## Further information

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[Insert relevant information sources or contact details as applicable.]

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