



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

## PCWP/HCPWP topic groups

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## Involvement of young people in EMA activities

ONGOING

1. Main objective of the group has been achieved;
  - 'Principles on the involvement of young people in EMA activities' adopted by EMA management in June.
  - Published on EMA website
2. Group will now work together regarding practical considerations;
  - Preparation of 'training/support' materials,
  - Exploring preferred interaction methods
3. Continue to expand network of EU youth groups
  - Collaborate with eYPAGnet and EnprEMA

Young people joined training day – for their feedback





## Digital Media and Health (former 'social media' topic group)

**RELAUNCHED**

- Topic group renamed; composition revised
- Tasks to be covered 2018 - 2019:

### 1. **Social Media**

- Raising awareness of social media practices :
  - Share practices and experiences
  - Identify and explore how to raise awareness of existing training resources
  - Use 'member's voice' section of PCWP/HCPWP meetings to share effective case studies in use of social media
  - Follow EMA social media strategy development





## 2. mHealth

- Feedback on WEBrADR outcome, and
- EC policy on mHealth, identification of relevant areas for collaboration
- Focus on :
  - Identifying points of concern from patients and healthcare professionals around mHealth apps for real world clinical use
  - Discuss need for a guideline for patients on how to assess open mHealth apps

## 3. Real world evidence

- Feedback from EMA workshops on patient registries, big data and data anonymisation
- Presentation on how real world evidence supports regulatory decision-making
- Focus on :
  - Identify points of concern around generation and use of real world evidence in the evaluation and supervision of medicines;
  - How to address identified concerns and how to best communicate to patients and healthcare professionals

**One day of March joint PCWP/HCPWP meeting dedicated to presenting digital media and health topics.**



## Questions?



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