



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Perception survey 2017

PCWP and HCPWP meeting — September 2018



Presented by Elizabeth Scanlan





Objectives

Survey conducted among **partners**,
stakeholders and **web visitors** in May 2017 to:

Gauge perception
of EMA's
communication
activities



Identify
communication
challenges and
opportunities



Support continual
improvement and
inform strategies



Targeted groups



Partners

- National Competent Authorities
- European Commission
- EU Agencies
- EU Institutions
- Non-EU Regulatory Authorities



Stakeholders

- Patient/ Consumer Organisations
- HCP Organisations
- Animal Health Professionals
- Pharma Industry
- Academia
- Media
- HTA Bodies

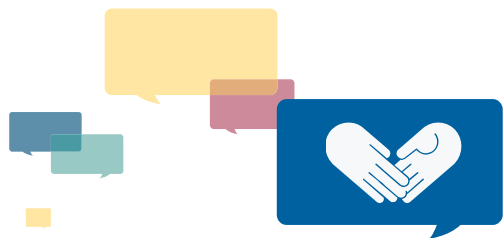


Web

- Pharma Industry
- HCPs
- Regulators
- Academics
- Not for Profits
- Journalists
- EU Institutions
- Public
- Patients



Responses



165 / 788

Partners



252 / 986

Stakeholders



198

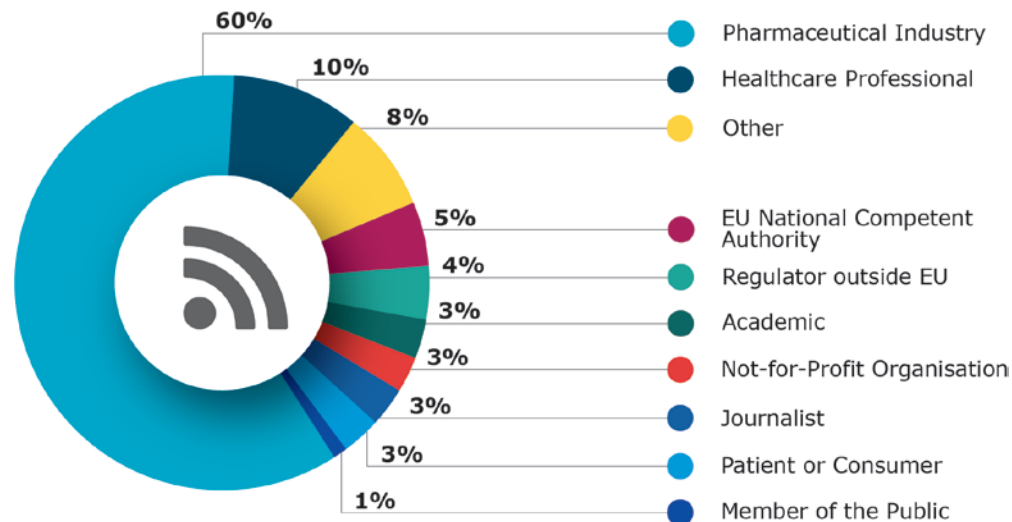
Web

Response rate:
23 %

Total responses:
615



Web respondents composition



Total responses/respondents: 198



Topics

Use

- Frequency
- Purpose
- Dissemination

Website/Tools

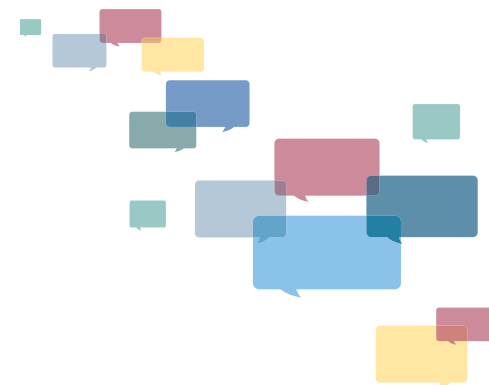
Transparency

Awareness

Quality

- Timeliness
- Clarity
- Translation
- Accessibility
- Tools
- Objectivity
- Usefulness
- Completeness

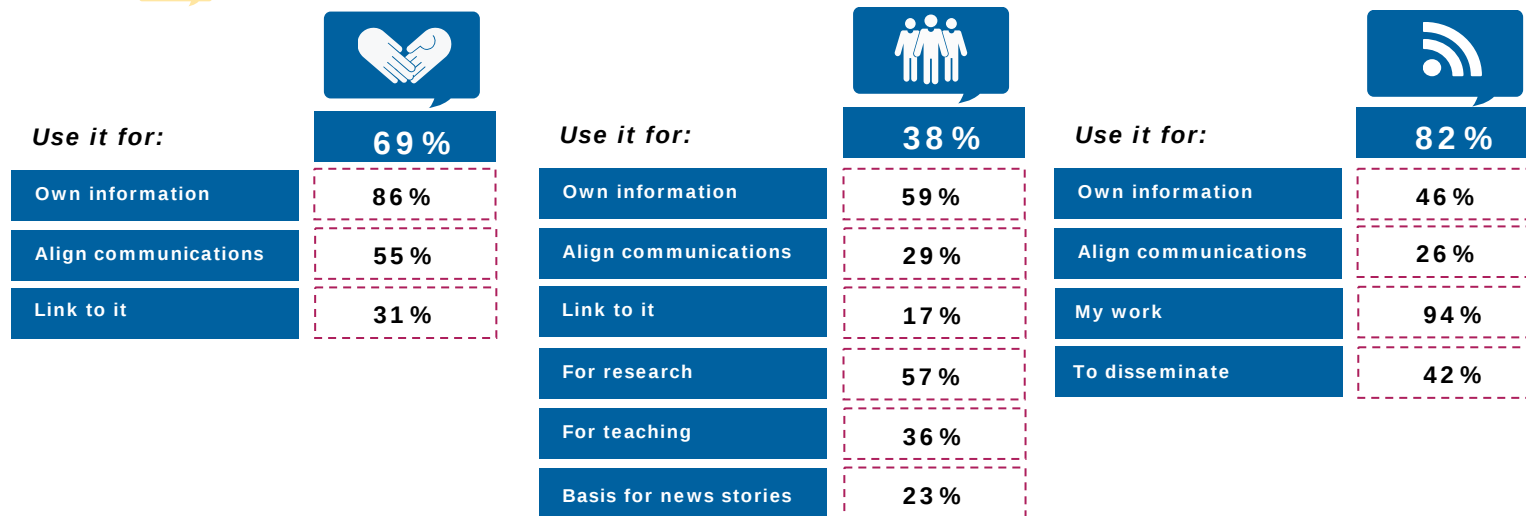
Engagement





Key findings – Use

Use (read, disseminate, reproduce) once a week or more





Key findings

Use & awareness of tools



Low (<30 %)

- EMA catalogue on medicines shortages
- **AskEMA** service for external queries



Medium (<60 %)

- Annual report
- Newsletters
- Summaries of orphan designation



High (>60 %)

- Press releases/News items
- Meetings highlights
- EPAR summaries
- Summaries of CHMP opinions
- Reports
- Safety communications/Public health communications



Key findings – Quality

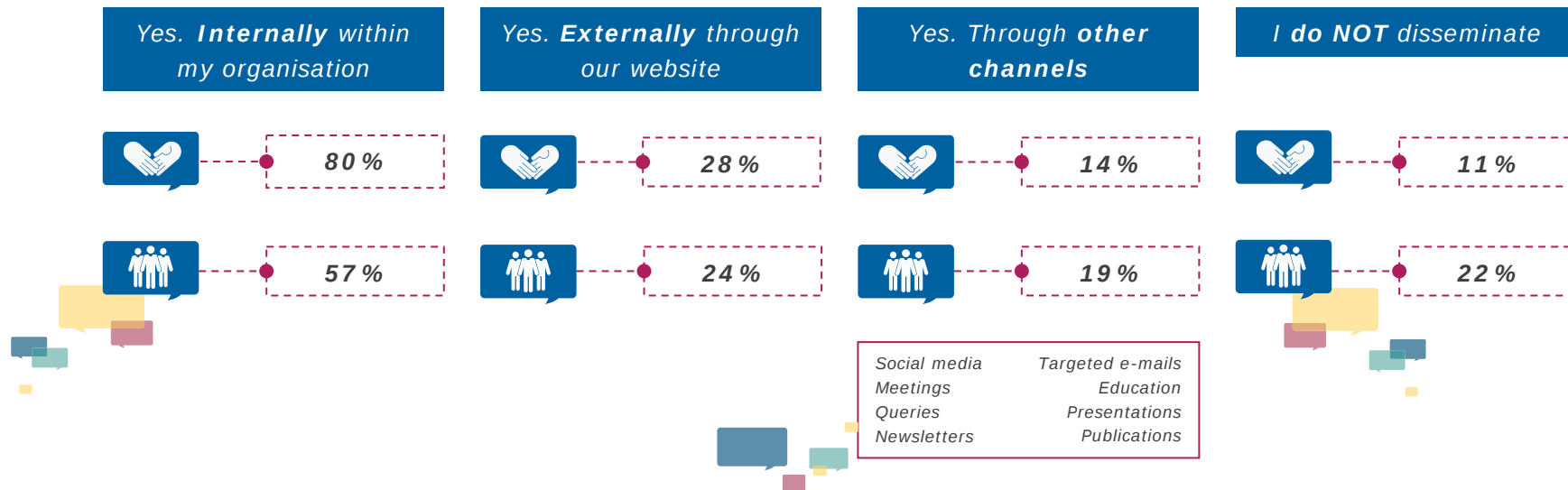


			
Overall rating: Positive	88 %	78 %	81 %
Usefulness	94%	88%	93%
Objectivity	86%	80%	85%
Clarity	88%	77%	81%
Timeliness	88%	76%	80%
Ease of understanding	78%	64%	68%
Completeness	69%	61%	70%
Means	65%	57%	56%
Accessibility	57%	51%	47%
Translations	53%	39%	47%



Key findings – Dissemination

Do you disseminate information provided in EMA communications?

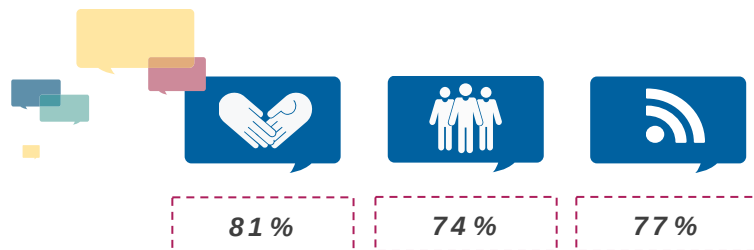




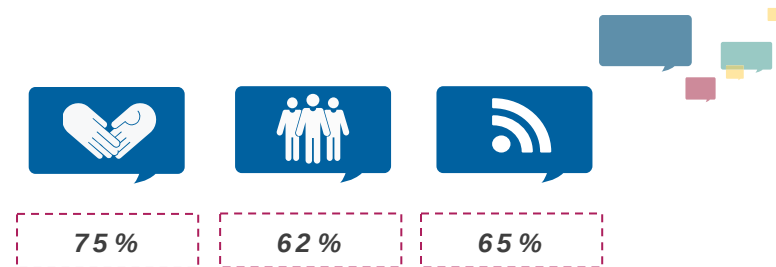
Key findings

Engagement and transparency

Is EMA sufficiently open and transparent in its activities?



Is EMA sufficiently engaging stakeholders in its activities?

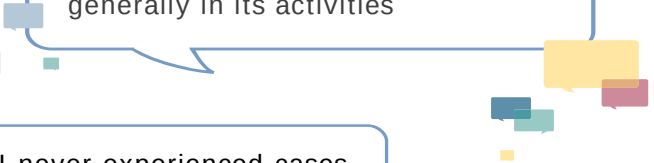


Key findings – Transparency



It's not a matter of transparency but of communication, I would like to be able to choose my interests and be aware of everything that happens. Sometimes I feel excluded by the reach of EMA

Policy 70 is a good example of where we're really improving the patient access to information, we believe that the EMA is very transparent generally in its activities



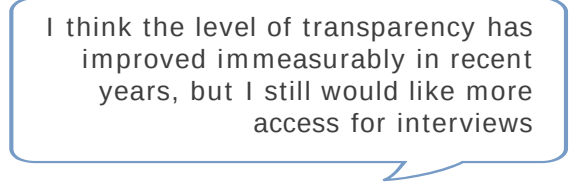
EMA is leading the way globally for more transparency into its own affairs and into the drugs that it regulates



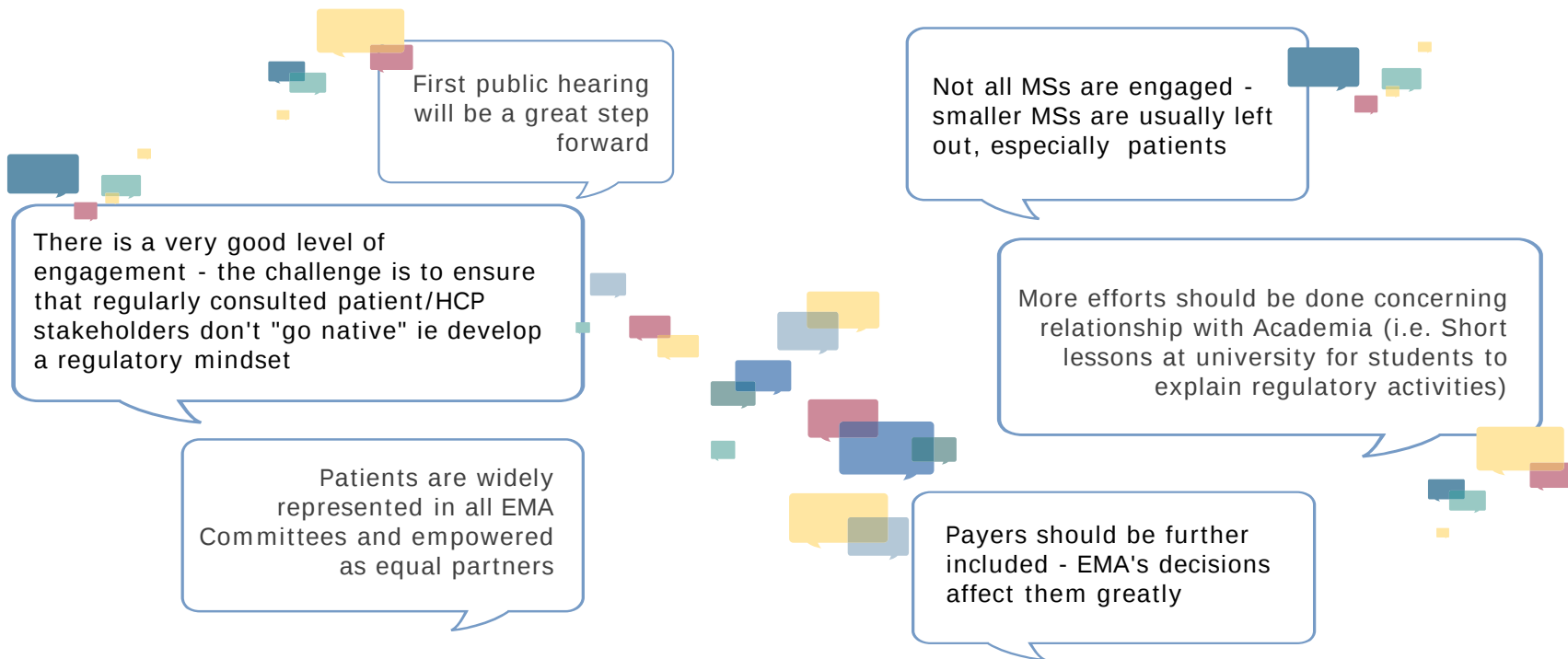
I never experienced cases in which EMA activities were not communicated in a transparent way



I think the level of transparency has improved immeasurably in recent years, but I still would like more access for interviews

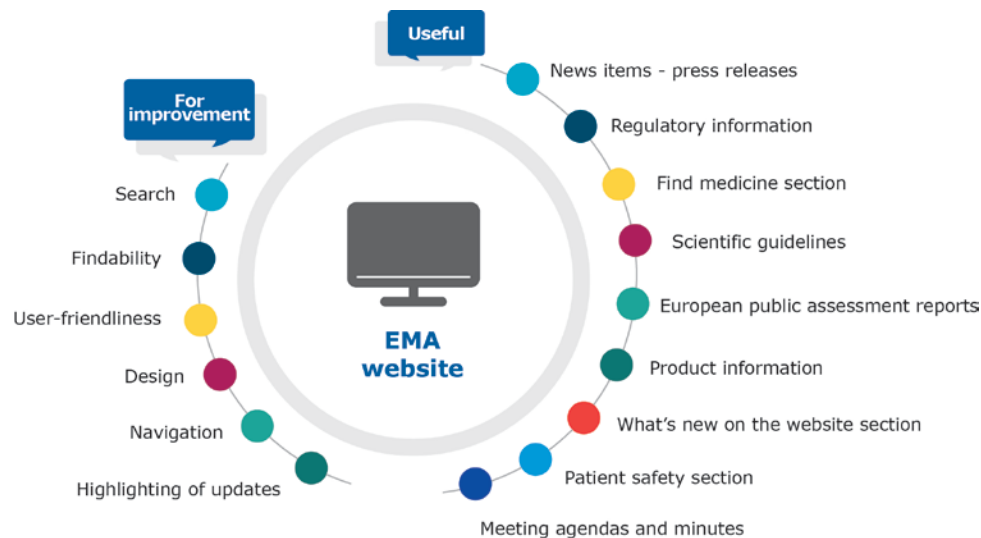


Key findings – Engagement





Website – most useful and to improve



In general EMA information is much better presented than before and can be better found via Google search

The news section under the Home tab provides a very good general overview of the latest EMA activities

How do you get an overview of SPC changes by reading EMA's homepage? Impossible I would say

Even I have used it for many years, it is rather difficult to find information

What communication tools should EMA use?

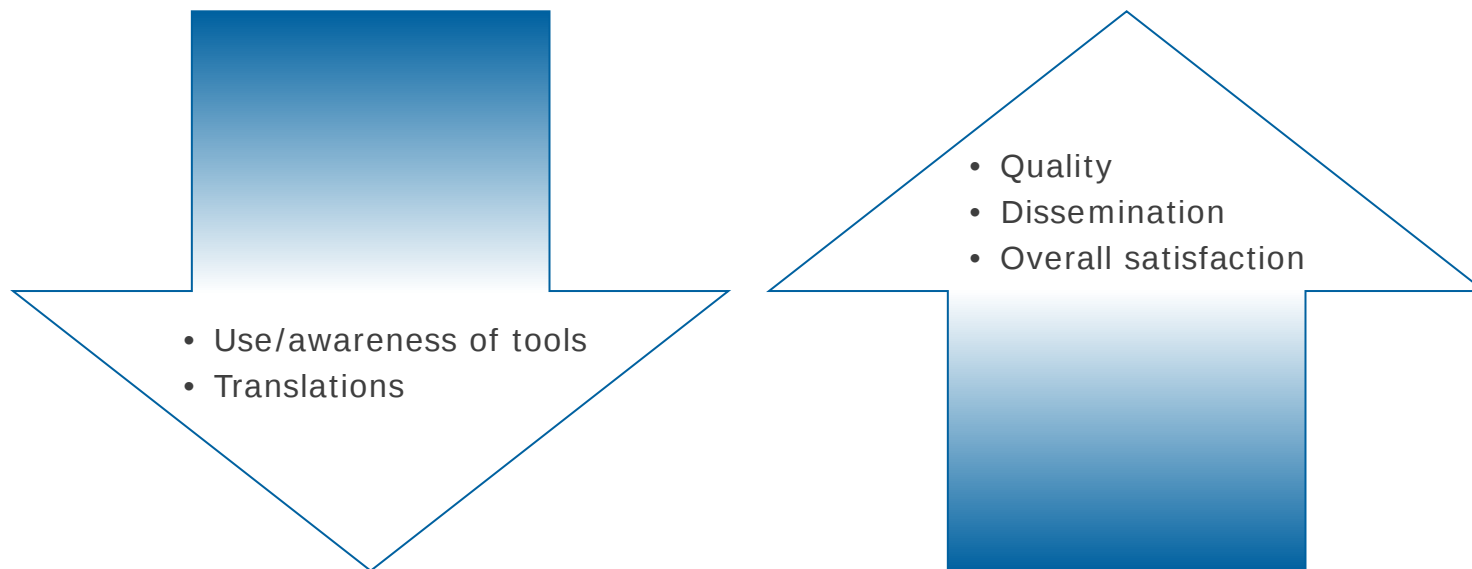


When organisations send e-newsletters, I have learned from them just scrolling my inbox and not searching on their websites... that's communication: getting easily to a stakeholder attention

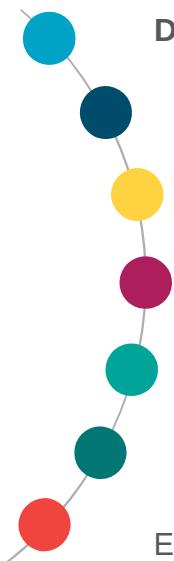
Email messages with information relevant for Hospitals and Academia. Mainly information directed to the development of innovative medicines

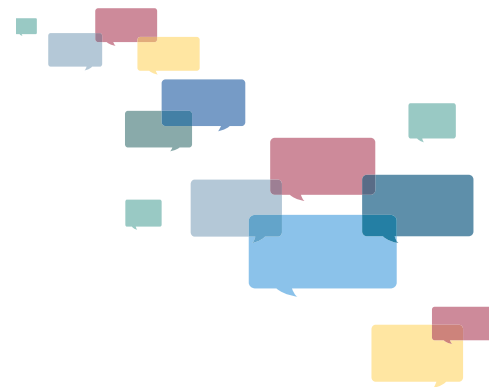


Comparison with 2015



Recommendations

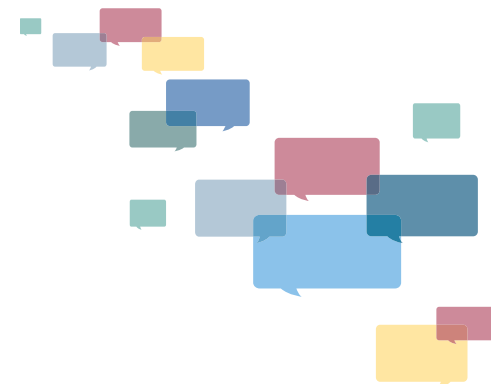
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- Dissemination** network a valuable resource – recommendation to capitalise on it
 - Maintain high satisfaction on **quality, transparency** and **engagement**
 - Improve ease of **understanding, accessibility**, and **translations**
 - Diversify **tool use**
 - Use more **targeted** communications
 - Introduce **website improvements**
 - Expand use of **social media**





Follow-up steps

- Share report with stakeholders ✓
- Report publication on web ✓
- Conclusions translated to internal recommendations, goals and strategies ✓





Thank you for your attention

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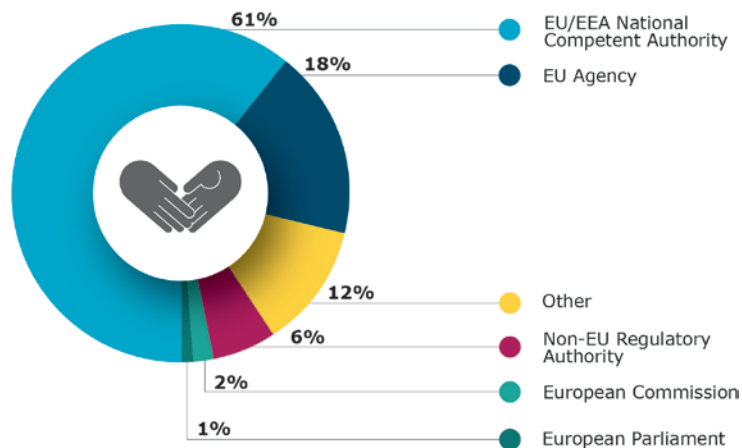
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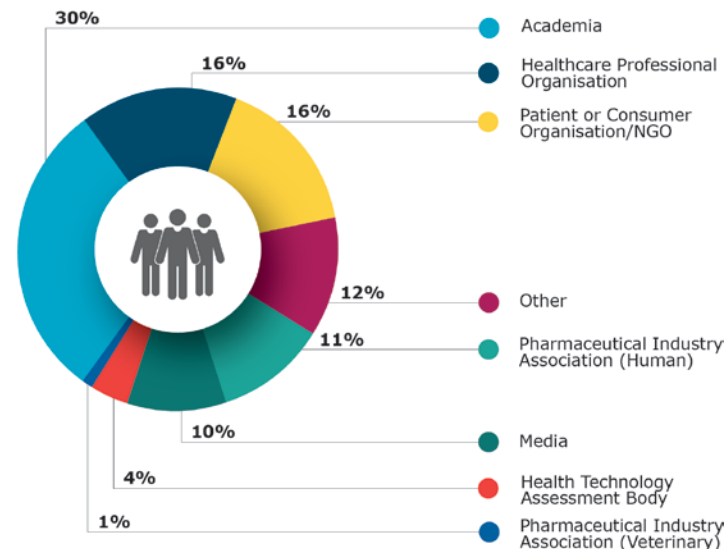
Backup slides



Partners and stakeholders respondents composition



Total responses/respondents: 164



Total responses/respondents: 252