



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Plans for Communication and Stakeholders' Engagement on Extended Mandate

PCWP/HCPWP, 22 September 2021

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An agency of the European Union





Plans for communication and stakeholders' engagement

- Dedicated external communication and stakeholder engagement plan under preparation
- To outline how EMA will communicate and engage with its external stakeholders and partners
- It will include:
 - Mapping key stakeholders, audiences, as well as anticipation of communication and engagement needs
 - Overarching key messages
 - Planning communication and engagement actions with different stakeholders, including timelines and responsibilities



Mapping key audiences, engagement needs and channels

- Patients and Consumers
 - Healthcare professionals
 - Academia
 - Industry
 - Medical device industry
 - EMRN and HMA
 - European Commission
 - ECDC and other health authorities
 - European Parliament/ENVI
 - Media
- ✓ Overall background, scoping and implementation planning
 - ✓ EMA new procedures, processes and timelines
 - ✓ IT tools
 - ✓ Lists of critical medicines and devices
 - ✓ Outcome of procedures and processes

Strategic communication and engagement

- Analysis per area
 - Shortages; Public Health Emergencies (ETF); Medical devices expert panels
- Audience specific messages & activities:
 - Regular dialogue with PCWP/HCPWP
 - Regular meetings with industry
 - Multi-stakeholder workshop planned for Q1 2022
- Activities specific to key milestones
- Use of existing tools and channels but new tools may also be needed

Communication risks and mitigation measures

- Highlights expectations and potential concerns from stakeholders to be addressed

Sep 2021

Regular
dialogue with
PCWP/HCPWP

**Targeted
dialogue with
other groups
(e.g. industry)**
**Multi-
stakeholder
workshop**

Q1 2022



Thank you for your attention

Further information

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