



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Relaunch of EMA corporate website

EMA Human Scientific Committees' Working Parties with Patients' and Consumers' Organisations (PCWP) and Healthcare Professionals' Organisations (HCPWP) joint meeting – 18 April 2018

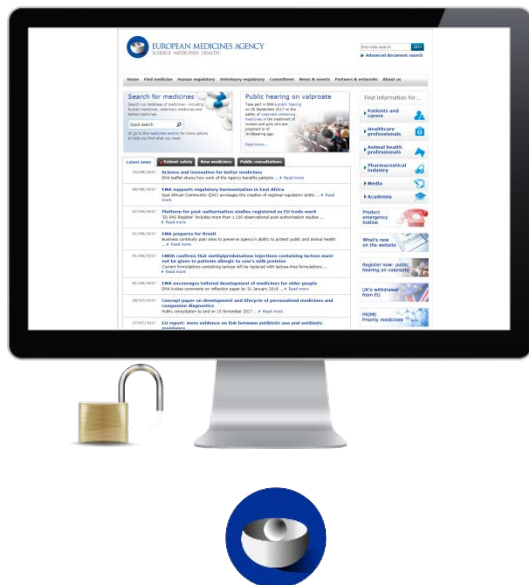
Presented by:
Angela-Christina Schmidt, Corporate website project manager

An agency of the European Union





EMA corporate website: ema.europa.eu



- EMA's main communication channel
 - Information on how we regulate
 - Information and news on medicines
 - Information on who we are and what we do
- Around 600,000 visitors per month
- Up to 150,000 page views per day
- 50 GB of content and documents:
 - 190,000 documents
 - Over 14,000 pages
- Run on Documentum WebPublisher



History of the EMA corporate website project

- Current version of the website launched in 2010
- Subsequent feedback showed that there are still areas for improvement:
 - Search
 - Organisation of content
 - Navigation
 - Display on mobile devices

Migration to a modern, more flexible publishing platform...

WHY NOW?



Technical necessity



Relocation



Reputational considerations

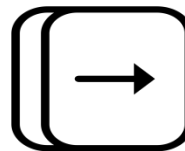
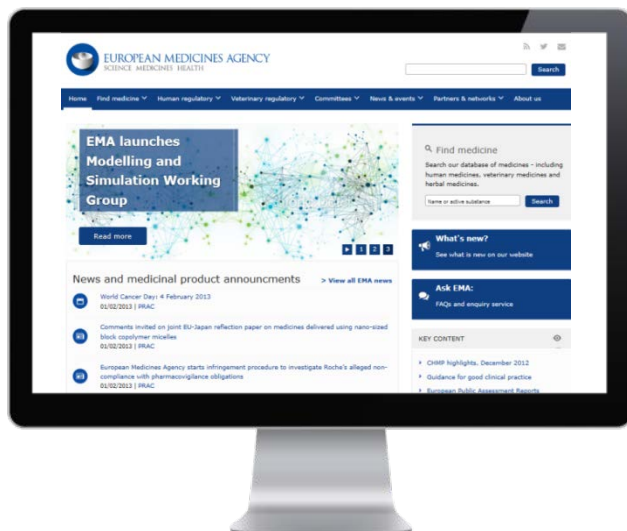


Possibility to use European Commission services



EMA corporate website project

Project key facts



“Lift and shift”

- Tight deadline: launch expected mid 2018
- Migrating website to the new platform ‘as-is’



New features

- Faceted search
- Fresh ‘look and feel’ with improvements to usability
- New, ‘meaningful’ URLs



For more information

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Any questions?



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