



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

## Revised Framework of interaction with HCPs

---

Presented by Ivana Silva on 20 September 2016  
Healthcare Professionals and Academia Liaison – Public Engagement Department

An agency of the European Union



## Alignment with regulators' strategic objectives

- EU Medicines Agencies Network Strategy to 2020
- EMA priorities
- EMA Multi-annual programme to 2020

## Consistency and complementarity amongst stakeholders

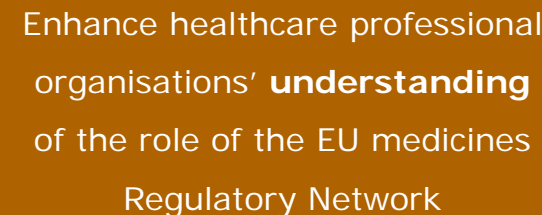
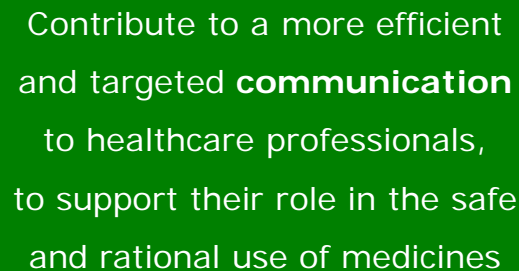
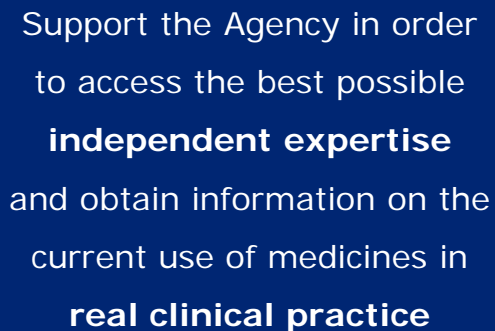
- Framework for stakeholder relations management
- Framework for interaction with patients and consumers and their organisations
- Framework for interaction with industry stakeholders
- Framework of collaboration with academia

## Inclusion of healthcare professionals' fields of activity and areas of interest

- Cover full spectrum of health care, including Primary Care – focus on patient journey
- Aspects deriving from HCPs' role: not only prescribers but partners in the development and monitoring of medicines

## Continuous improvement on the basis of acquired experience

- Build upon set foundations – consider additional levels of granularity for interaction on the basis of maturity of interaction; response/engagement capacity; level of interest
- Direct efforts towards sustainability and participatory design



## Network of European healthcare professional organisations



## Levels of stakeholder involvement

### **Inform – to enable feedback**

e.g. dedicated web pages, relevant news items, Q&As, information days, information materials including videos and presentations for healthcare professionals interested in learning more about EMA activities

### **Consult – via written consultation**

e.g. public consultation on policies or guidance, surveys

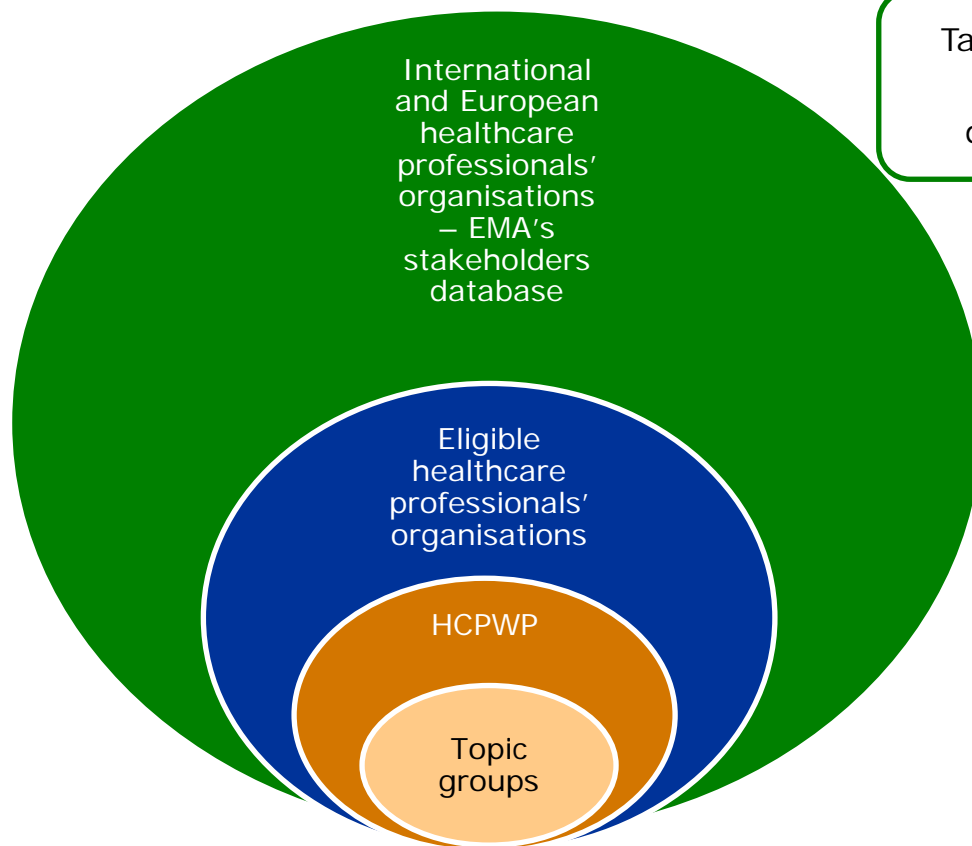
### **Consult and Involve – via direct interactions**

e.g. multi-stakeholder meetings, workshops, conferences, public hearings, input into the development of regulatory guidelines and other regulatory procedures

### **Cooperate / participate – via direct interactions**

e.g. HCPWP, scientific advisory groups and ad-hoc expert groups, focus groups, technical expert groups



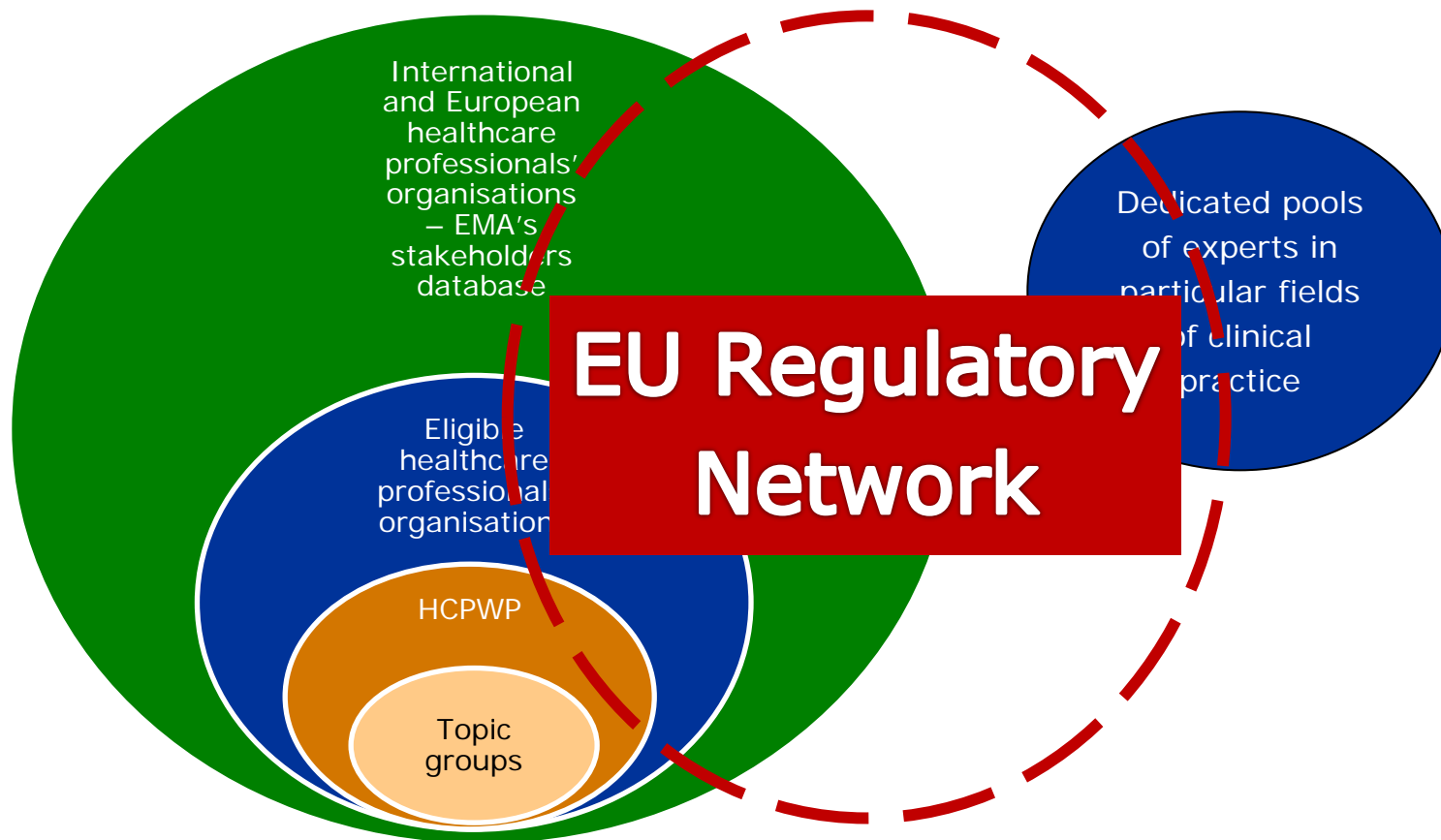


Targeted communication – information and notice of documents released for open consultation; dissemination of safety communications; surveys

First port of call for targeted interaction - identification of representatives and individual experts for EMA activities

Platform for dialogue – through it Agency informs and obtains feedback on specific initiatives; identifies opportunities and challenges that may need special attention; monitors overall interaction with HCPs

Set up on a need-basis for additional discussion/reflection on a specific topic





# Thank you for your attention

## Further information

---

[HCPsecretariat@ema.europa.eu](mailto:HCPsecretariat@ema.europa.eu)

### **European Medicines Agency**

30 Churchill Place • Canary Wharf • London E14 5EU • United Kingdom

**Telephone** +44 (0)20 3660 6000 **Facsimile** +44 (0)20 3660 5555

**Send a question via our website** [www.ema.europa.eu/contact](http://www.ema.europa.eu/contact)

Follow us on  **@EMA\_News**