



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Risk-benefit communication: managing media channels

Workshop on benefit-risk communication
17 September 2014

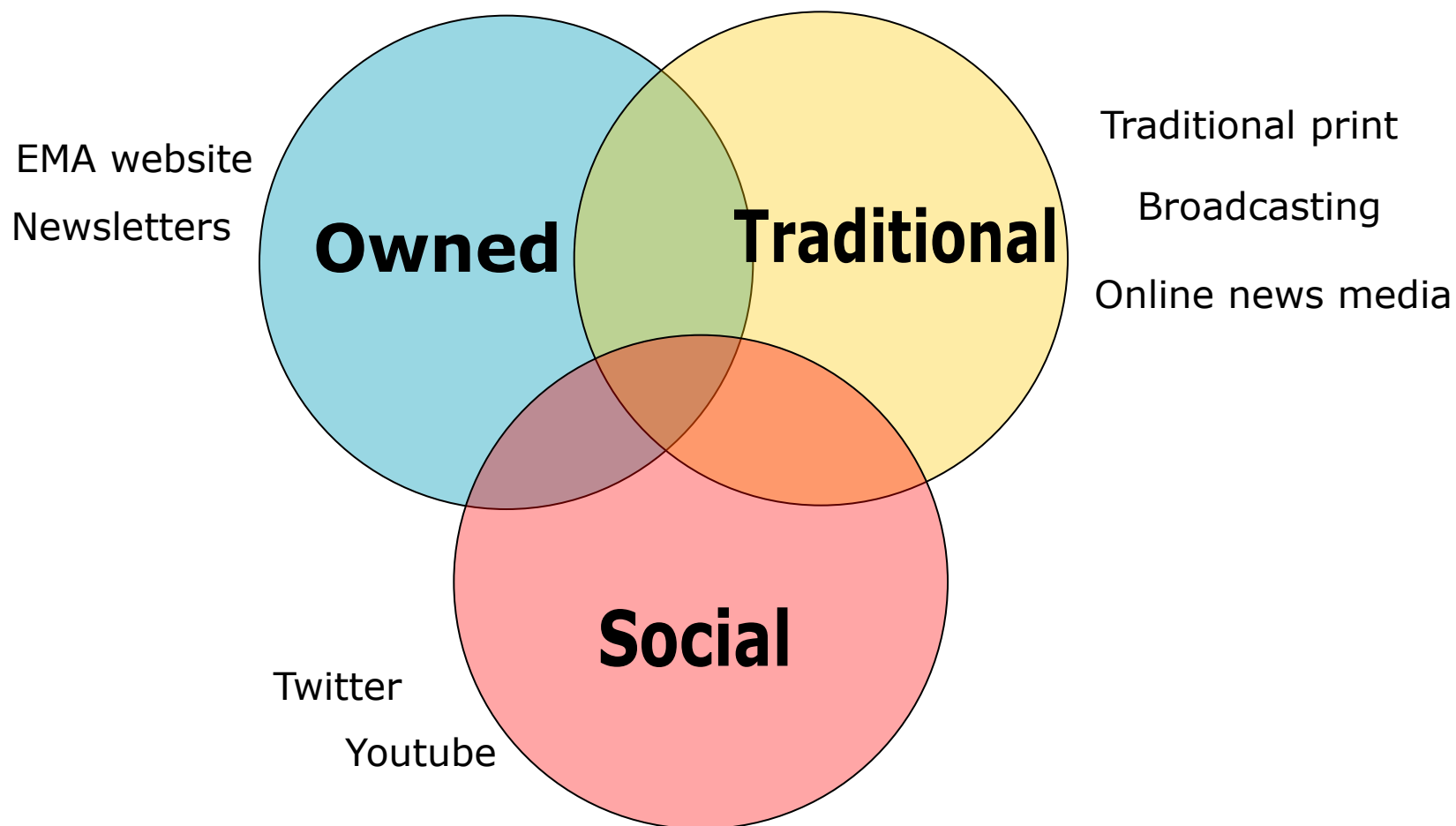
Presented by: Monika Benstetter
Press office and external communications

An agency of the European Union





EMA media channels



Search for medicines

Search our database of medicines - including human medicines, veterinary medicines and herbal medicines.

Quick search 

Or go to the [medicines](#) section for more options to help you find what you need.

About us

The European Medicines Agency is a decentralised body of the European Union located in London

Find out more about what we do...

Find information for...

▶ [Patients and carers](#)



▶ [Healthcare professionals](#)



▶ [Animal health professionals](#)



▶ [Business](#)



▶ [Media professionals](#)



Product emergency
HOTLINE
(Outside working hours)



What's New
on the website




FAQs
about the Agency



Careers



Latest news

 [Patient safety](#)

[New medicines](#)

[Public consultations](#)

16/09/2014 **Policy on veterinary medicines for minor use, minor species / limited market revised**

European Medicines Agency focuses support on medicines that are most needed and launches public consultation ... [▶ Read more](#)

12/09/2014 **Is diclofenac a threat to European vultures?**

European Medicines Agency starts assessing risks of the use of veterinary medicines containing diclofenac to vultures and other necrophagous birds and launches public consultation ... [▶ Read more](#)

12/09/2014 **Committee for Medicinal Products for Veterinary Use (CVMP) meeting of 9-11 September 2014**

CVMP opinions on veterinary medicinal products ... [▶ Read more](#)

12/09/2014 **Meeting highlights from the Pharmacovigilance Risk Assessment Committee (PRAC) 8-11 September 2014**

The European Medicines Agency updates on key outcomes of the meeting ... [▶ Read more](#)



Owned

Managing the EMA website

Some figures

- **220 000** unique visitors per month
- **585 000** visits per month
- **150 000** total number of documents published on the website
- **650** new documents published every month
- **19** RSS feeds – Top: News and press release (over 10 000 subscribers)



What we know about our users

- Pharmaceutical industry staff are main users of EMA website.
- Less than 8% of our visitors come to the EMA for non-professional reasons.
- 4% of visitors are referred to the EMA website by a search engine



Managing the EMA website

- High quality content – clear, consistent, accurate, useful
- Information is findable and usable: continuing efforts to improve the search functionality and navigation logic

Search Engine Optimisation critical to enable
content to be findable online



Diane 35



Web Images Videos News Shopping Maps Books

About 58,900,000 results

Any country

Country: the UK

Any time

- Past hour
- Past 24 hours
- Past week
- Past month
- Past year

All results

- Visited pages
- Not yet visited
- Verbatim

[Diane-35 - Uses, Side Effects, Interactions - Drug Factsheets - C ...](#)
[chealth.canoe.ca/drug_info_details.asp?brand_name_id=1796 ▾](#)

What will it do for me? How should I use **Diane-35**? What form(s) does **Diane-35** come in?
Who should NOT take **Diane-35**? What side effects are possible with ...

[Summary Safety Review- DIANE 35 \(Cyproterone Acetate and ...](#)
[www.hc-sc.gc.ca/dhp-mps/medeff/advisories.../diane-35-eng.php ▾](#)

7 Apr 2014 ... **DIANE-35** and its generics are approved in Canada for the treatment of severe
acne with accompanying symptoms of androgenisation (male ...

[Benefits of Diane 35 and its generics outweigh risks in certain](#)
[www.ema.europa.eu/ema/index.jsp?curl=pages/news... ▾](#)

30 May 2013 ... Since **Diane 35** and its generics act as hormonal contraceptives, women
should not take these medicines in combination with other hormonal ...

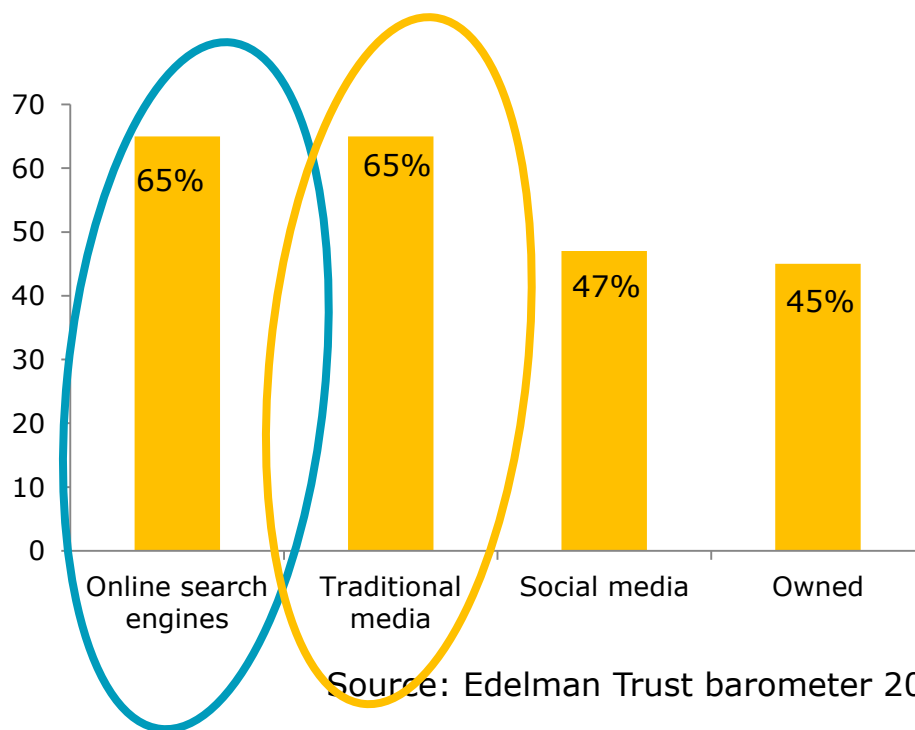
[Australian women still being prescribed Diane-35 as contraceptive ...](#)
[www.abc.net.au/news/2013-12-05/women-prescribed.../5136370 ▾](#)

5 Dec 2013 ... Australian women are still being prescribed contraceptive pill **Diane-35**, in
breach of the advice of the medicine's regulator.

[Cyproterone acetate - Wikipedia, the free encyclopedia](#)
[en.wikipedia.org/wiki/Cyproterone_acetate ▾](#)



Levels of trust in different sources of information



Source: Edelman Trust barometer 2014



Traditional

Managing the media





The challenge





Time constraints

Competition with other
media outlets

Journalists - not experts

Editorial guidelines

Journalistic values

Input by other sources

Previous experience with
the EMA

Audience preferences

Pleasing the editor

Pleasing the marketing
department

...



Why do we want to be in the media?

- Increase public trust and confidence by engaging with the media
- Reach out to society
- Opinion-formers and –makers: an opportunity to present and shape our messages and prevent misunderstanding



How we manage the media

Provide regular reliable and clear information

- At regular time points
- Clear messages
- Anticipate information needs – don't leave holes in a story

Help to make stories engaging

- Figures
- Photos or visuals
- Quotes



How we manage the media

Press office as reference point for journalist

- Service and cooperation
- Provide quotes, spokespeople, interviewees
- Prepared: lines to take

Knowing the media landscape

- Daily media monitoring
- Anticipating issues



EMA and the media: Aug 2013 – Jul 2014

257 news releases published

454 phone calls with journalists

1,698 e-mail responses to media queries

33 interviews organised with EMA staff, including 4 TV interviews

1 press conference (by phone)

2,500 journalist on our media distribution list



51,410 EMA media stories

Aug 2013 – Jul 2014





DIE ZEIT

THE TIMES

FT

FINANCIAL TIMES

the guardian

The New York Times

THE WALL STREET JOURNAL

Le Monde

BBC NEWS

LA STAMPA

Deutschlandfunk

DIE WELT



Dispatches
De Telegraaf



FDANEWS

REUTERS

CANAL+

BioPharm Insight
Leading Insight and Intelligence

Reader's Digest

Bloomberg Businessweek

DER SPIEGEL

PHARMABIZ.com
india's most comprehensive pharma portal

PBS

EL MUNDO

PharmaTimes

Ekstra Bladet

ENVOYÉ SPÉCIAL



BioCentury

Los Angeles Times

FiercePharma

SCRIP Intelligence

"The Pink Sheet"

THE IRISH TIMES

LE FIGARO

Irish Independent
Ireland's National Quality Daily



Social

Managing social media channels



@EMA_news

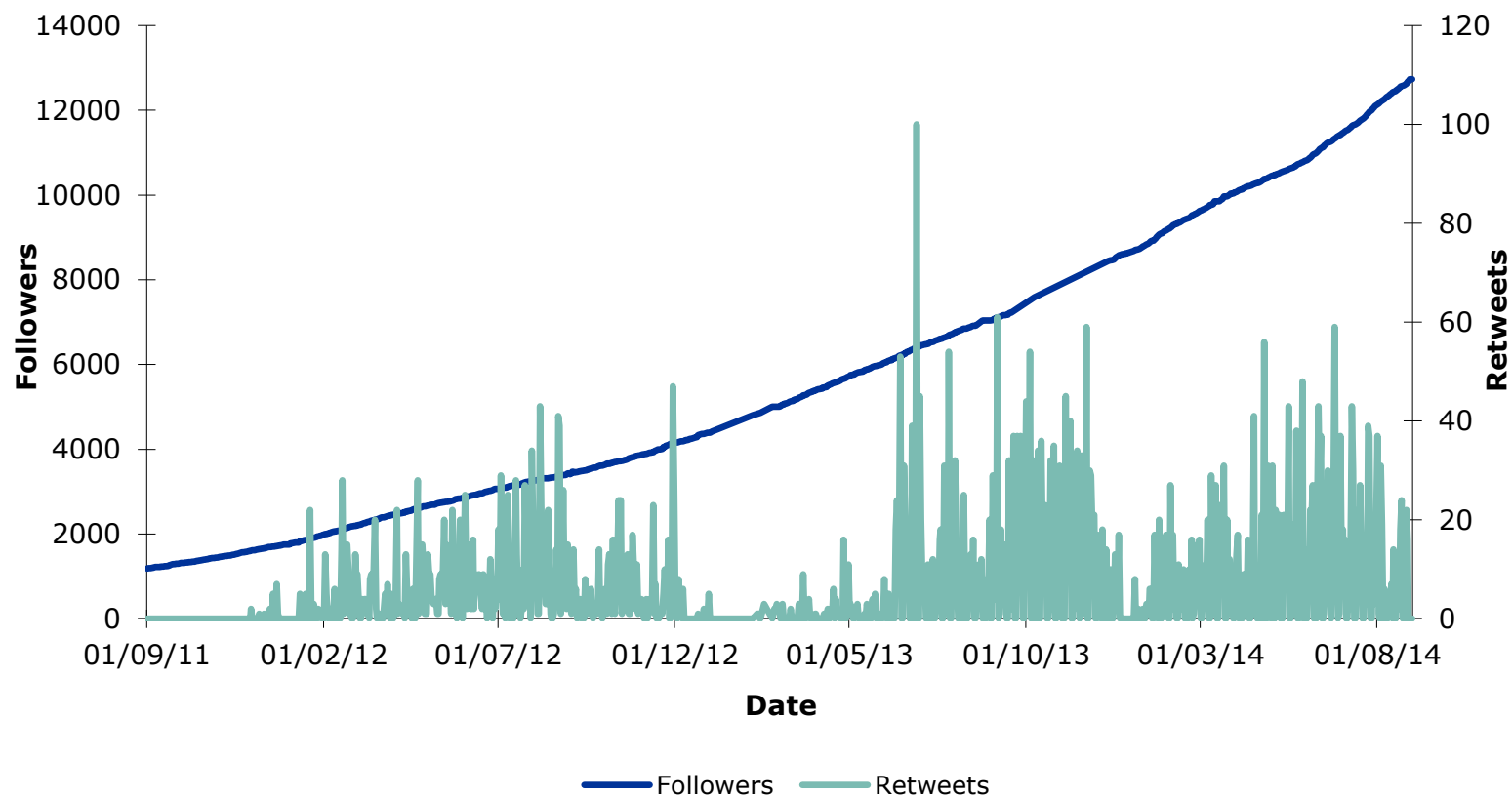
12,900 followers (15 September 2014)

What we tweet

- News releases
- Agendas & minutes of scientific committees
- New guidelines
- Public consultations
- New European public assessment reports
- Events and meetings open to the public
- Job advertisements



Followers and re-tweets since Sep 2011





Managing social media channels



<http://www.youtube.com/user/emainfo>

What we post

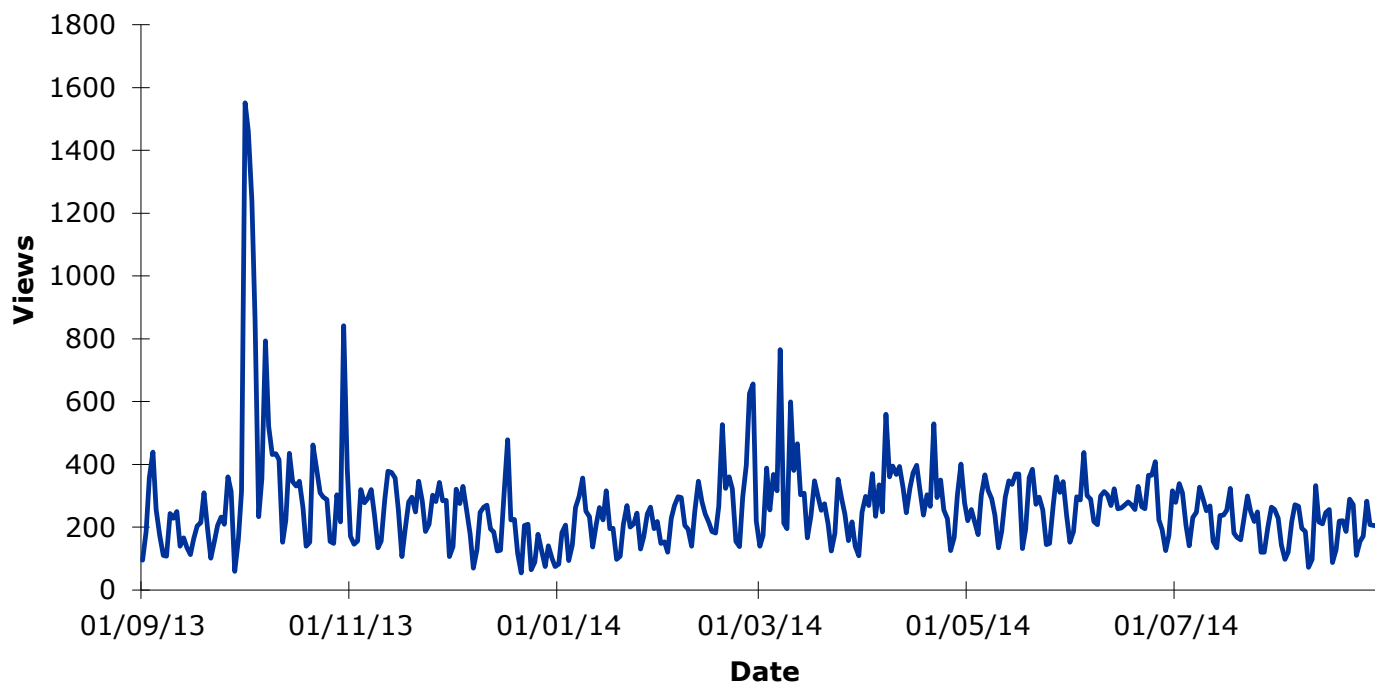
- Topical videos (e.g. on orphan medicines, black triangle, pharmacovigilance legislation)
- Recordings of workshops, conferences and trainings

Our blockbusters

- The new pharmacovigilance legislation – 14,118 views (1/9/2014)
- What does the black triangle mean? – 11,965 views (1/9/2014)



Total views of EMA YouTube videos since September 2013





Thank you