

Update on Human Medicines Highlights

One year of the revamped HMH
newsletter

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Patient and Consumer Liaison

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Revamp of Human Medicines Highlights

- Objective: to develop a newsletter that meets the information needs of its target audience, is highly valued and actively used by them
- Revamped HMH launched in May 2024
 - More attractive look
 - Received directly into inbox
 - Mobile-friendly interface
 - Multi-language online version
 - GDPR-compliant subscription model
- Subscribers: from ~900 to 3,092 (October 2025)

Human Medicines Highlights

The newsletter for patients, consumers and healthcare professionals



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- In this issue
- Information on medicines
- Upcoming events
- Scientific committee and working party activities
- How EMA involves stakeholders
- EMA news
- Recent events
- Open consultations
- EMA publications

Streamlining communications

- Communications sent by email have increased yearly (52% in recent years), feedback from stakeholders indicates overwhelming number of emails
- Finding the right balance between informing and minimising information overload

Through HMH newsletter

- EMA news
- Information on medicines
- Scientific committee and working party activities
- Information on events
- Open consultations
- EMA publications
- Final versions of documents following public consultation

Mailings to stakeholders

- Any communication requiring action
- Invitations to meetings, calls for speakers etc.
- Selected public consultations
- Medication error communications
- Direct healthcare professional communications
- Public health communications
- Withdrawals from the market
- Shortage catalogue entries

Evaluation

- We would like to evaluate how the HMH has been received, for example:
 - Overall perception, usefulness
 - Use and sharing of content
 - Uptake of multilingual version
 - Is the balance of information right? (HMH vs email)
 - Further improvement suggestions
- We will launch a short survey in Q1 2026
- Informal feedback is welcome at any point





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SCIENCE MEDICINES HEALTH

Thank you

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