



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

“EMA – Payer community meeting”

EMA, London
19 September 2017

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Executive Director





A warm welcome to the EMA!



EMA's role as an information provider

EMA mission:

"...provide information on human and veterinary medicines to healthcare professionals and patients"



Traditional target audience:

large, not personally known to us, usually no feedback



New target audience: Payer and HTA communities
(small, known to us, critical, have vital interest in our communications)



new needs



new communication channels





Independence from industry

"EMA is no longer a gatekeeper, it has become a co-developer of drugs"

EMA mission: "...facilitate development and access to medicines"

Not a conflict of interest but an ethical imperative, in the interest of patients

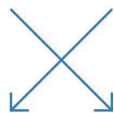
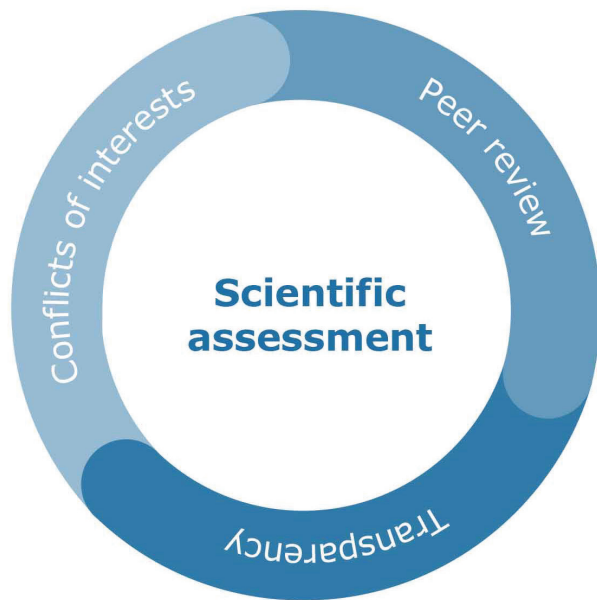
- prevent inappropriate development programs,
- wrong studies,
- putting trial patients at risks

"EMA is paid by industry fees"

Yes, but...

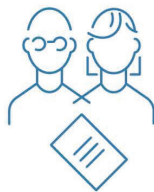


Ensuring the independence of our work



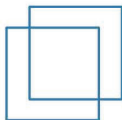
Managing conflicts of interests

Assessment reports, agendas and minutes, allow public scrutiny of how EMA works and reaches its decisions.



Peer review

EMA's assessments are carried out by a rapporteur and a co-rapporteur, and are subject to committee discussions and peer review.

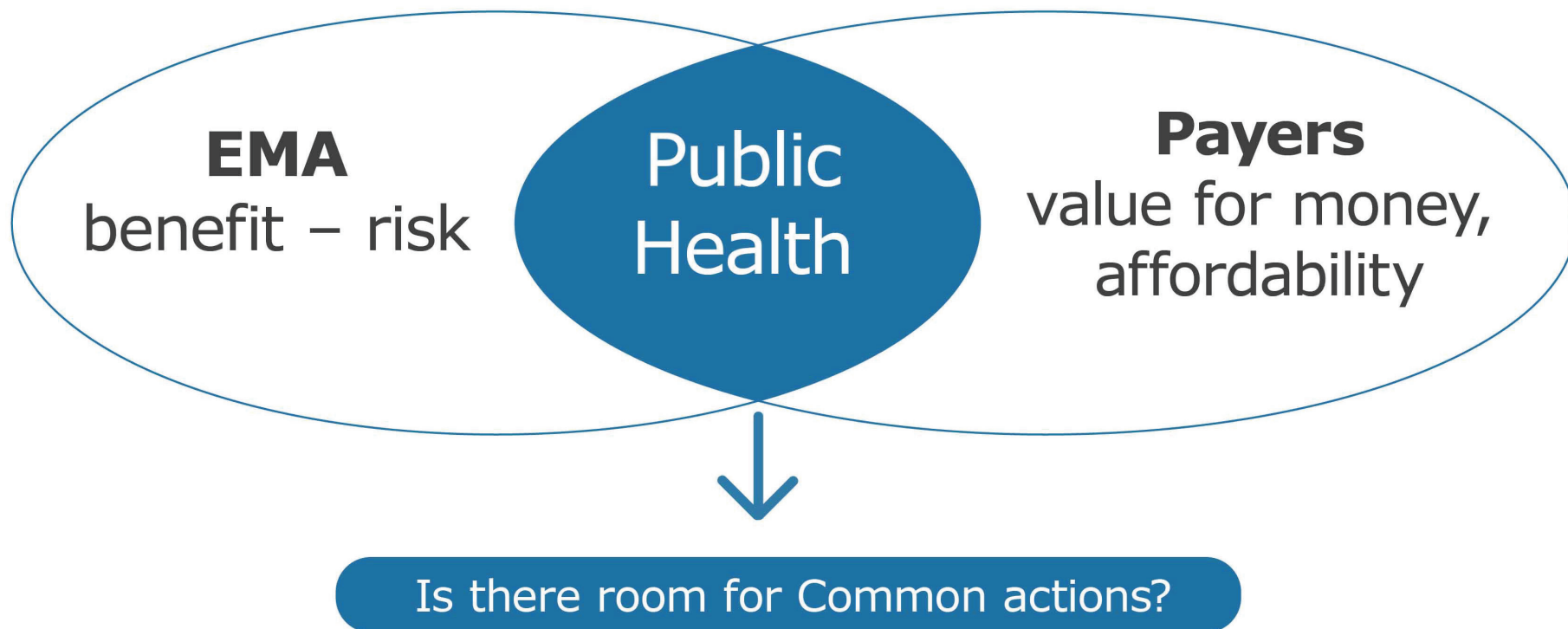


Transparency

EMA's scientific experts, staff and Management Board members must not have any financial or other interests that could affect their impartiality.



Common goal - Different roles - Common actions?





Again, a warm welcome to the EMA and a successful meeting!

EMA's doors are wide open for collaboration

