



The Consumer Voice in Europe

WORKSHOP ON ELETRONIC PRODUCT INFORMATION (ePI)

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Danish Consumer Council -
Forbrugerrådet Tænk

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THANK YOU for prioritizing information
to patients and consumers

We agree very much with the following principals of
information

- unbiased
- up-to-date
- regulator-approved
- latest safety information
- And better tailoring of information and informed
decision-making by patients and healthcare
professionals

Ideal patient information

- Big font size;
- Good spacing between characters and lines;
- Good division in titles and subtitles, preferably color and highlights;
- Bullets when there's a list;
- Posology in a table;
- Body text in a black color;

Ideal patient information

- Sentences without interruption at the end of the column or page;
- Titles in a question format;
- Index;
- Technical terms explained in a common language;
- Maximum duration of treatment(OTC);
- Information order matter (but can vary according with each country)

Before going digital.. Some questions to answer

- Who (which portal) would host the information and manage the logistic aspects that this would imply? (e.g. who will control the quality of the info?)
- Can we make sure that all national agencies will have the means to support this digitalization and approve the info?
- Digital tools could be personalized (for patients' groups, gender etc..). Who would manage this info and make sure they will not be biased/promotional ?
- Objective data= is that patients do not read the PL before taking a medicine. How can we make sure that the electronic version will improve this?
- Will there be resources left for the PL in the boxes?

Digital tools will still require control

Technology *might* improve accessibility to medicines' information but stronger evidence is required

Need to ensure an unbiased source of information to avoid promotional information

Risk of health inequality:

Does healthcare technology support and improve healthcare services for those who need it the most? (Petersen; Bertelsen 2017)

- Keep an eye on whether health technology decreases or increases health inequality
- “People like us” vs. Disempowered, disengaged and disconnected
- Focus on elderly and those with low literate skills

Selling the bear's skin before one has caught the bear



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Thank you for your attention!

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