



EUROPEAN MEDICINES AGENCY

# EMA Communication Perception Survey 2022



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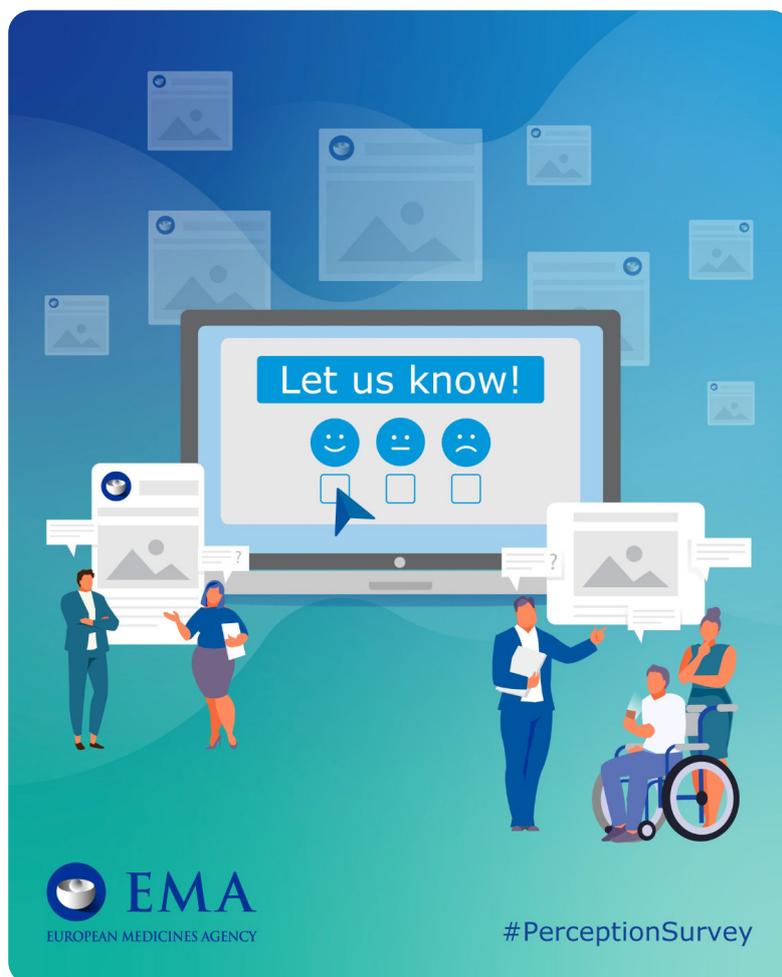
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## BACKGROUND

In September 2022, the European Medicines Agency (EMA) carried out its fourth communication perception survey. The survey gathered feedback on how EMA's communication to the public is perceived and valued by its stakeholders and partners, including patients, consumers, healthcare professionals, academics, media, the pharmaceutical industry, and other regulators. The survey results and recommendations will be used

to establish baselines and targets in order to measure progress, analyse trends and improve communication activities and products.

Since 2015, EMA has conducted three communication perception surveys on awareness and use of EMA communications, as well as stakeholders' opinions on their quality and transparency.



## METHODOLOGY

The survey was carried out online between 1 September and 1 October 2022. It was sent to selected individuals in each stakeholder group/organisation, including heads of organisations, contact points between the organisation and EMA, and communication focal points. It was also publicly accessible via the Agency's corporate website and social media channels.

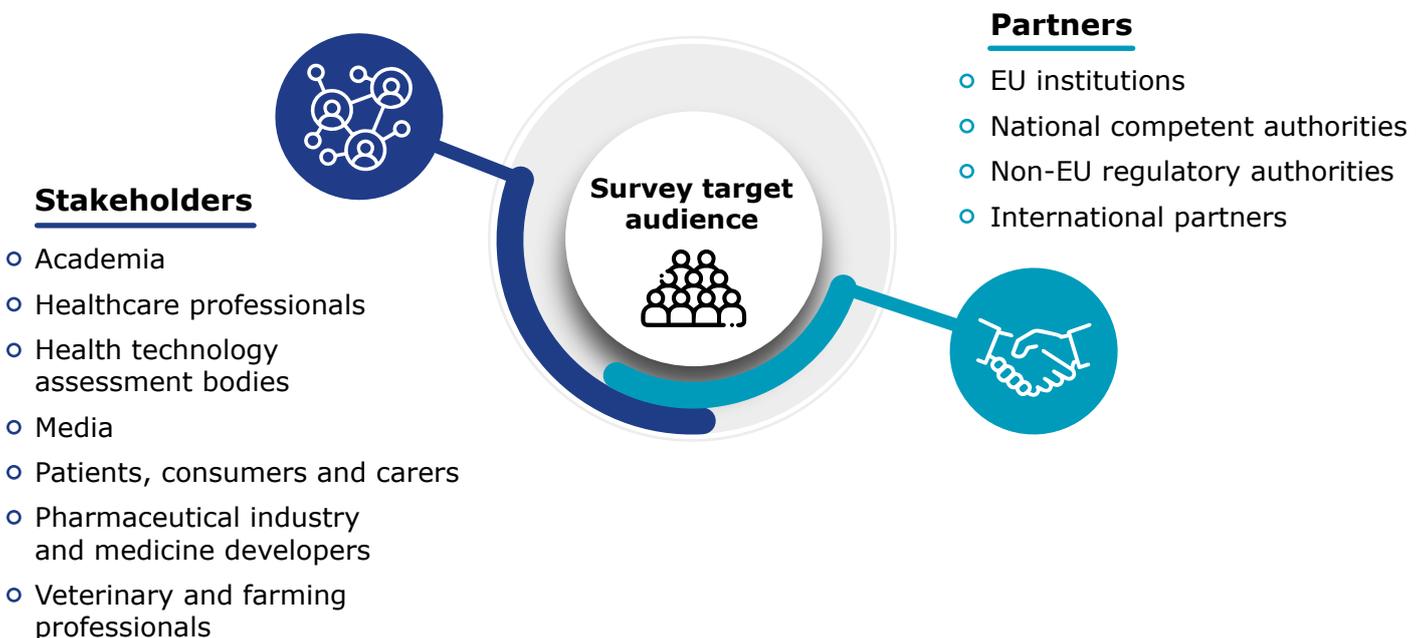
The survey focused on EMA's communications to the general public and information made publicly available mainly through its website (i.e. press releases, news announcements, etc.). It did not cover professional communication between stakeholders and EMA in the context of an evaluation procedure or any other information exchange under working arrangements.

The target respondent groups included:

- **Partners:** Heads of Medicines Agencies (HMA), EMA Management Board and committees, international regulators, European Commission, European Union (EU) agencies, non-EU regulatory bodies, and the World Health Organization (WHO). EMA scientific committees and coordination groups (human and veterinary) were also invited to complete the survey.
- **Stakeholders:** healthcare professionals (e.g. their organisations; Healthcare Professionals' Working Party (HCPWP)), patients (e.g. patients' and consumers' organisations; Patients' and Consumers' Working Party (PCWP)), health technology assessment bodies, animal health professionals, farmers, academics, European Network of Centres for Pharmacoepidemiology and Pharmacovigilance (ENCePP), European Network of Paediatric Research at the European Medicines Agency (Enpr-EMA), media, international stakeholders, industry associations and the EMA corporate website 'industry user group'.

Figure 1

### EMA communication perception survey 2022: Target audiences



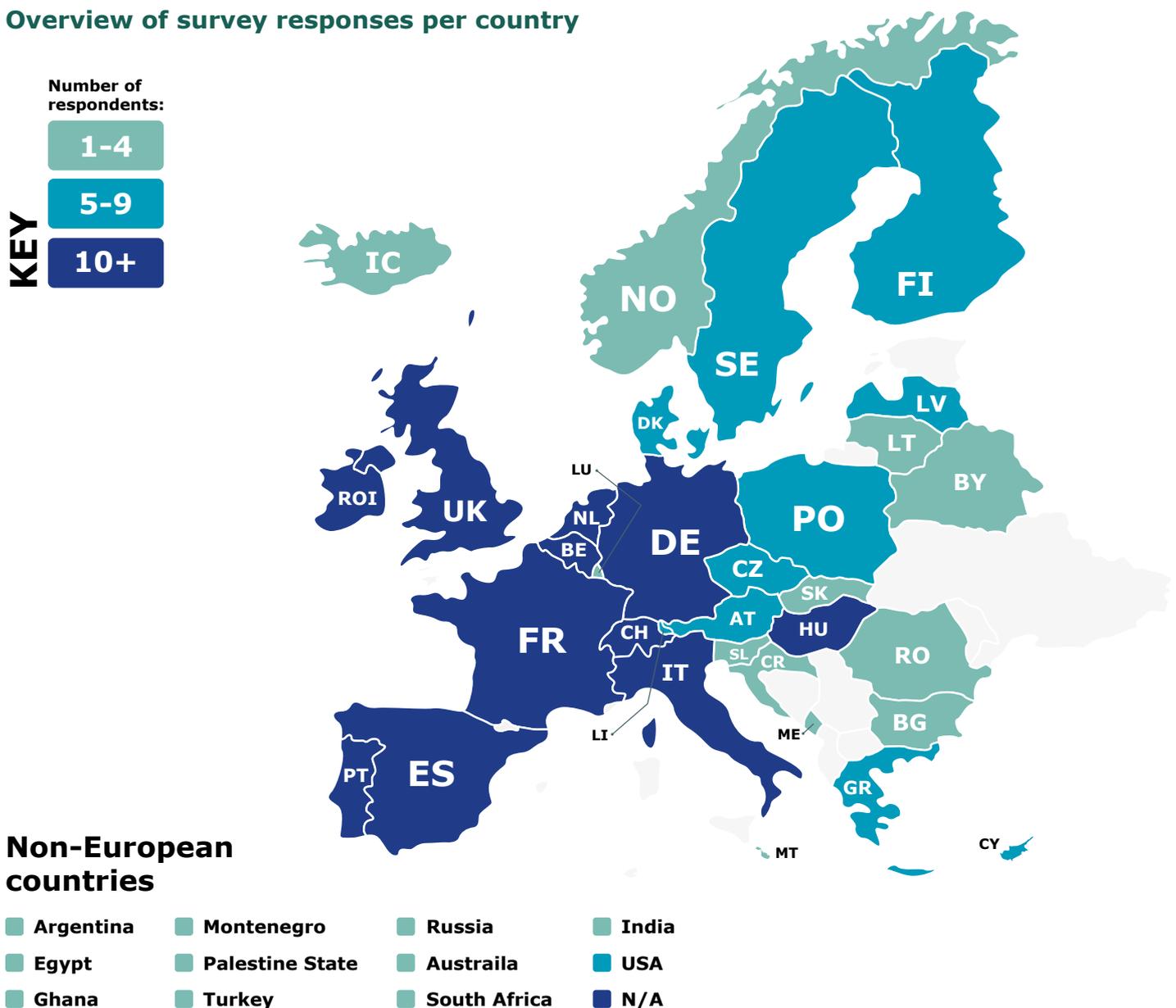
## RESPONSE RATE

375 respondents from around the world completed the survey, which consisted of 87 questions (65 quantitative and 22 qualitative) in total. The response rate decreased by 23% in 2022 compared to 2020 when 487 respondents provided their views on EMA's communications. Most responses were provided by EMA's partners and stakeholders based in the European Union (EU): 51 from Germany (14%), 36 from Belgium (10%), and 30 from Italy (8%).

There was at least one submission from each Member State except for Estonia. Twelve responses could not be allocated to a country because the respondents did not share their location. Feedback was also provided by stakeholders in countries outside the EU, such as the United States of America (USA) and South Africa. Figure 2 includes a detailed overview of the number of responses submitted by survey participants in Europe and around the world.

Figure 2

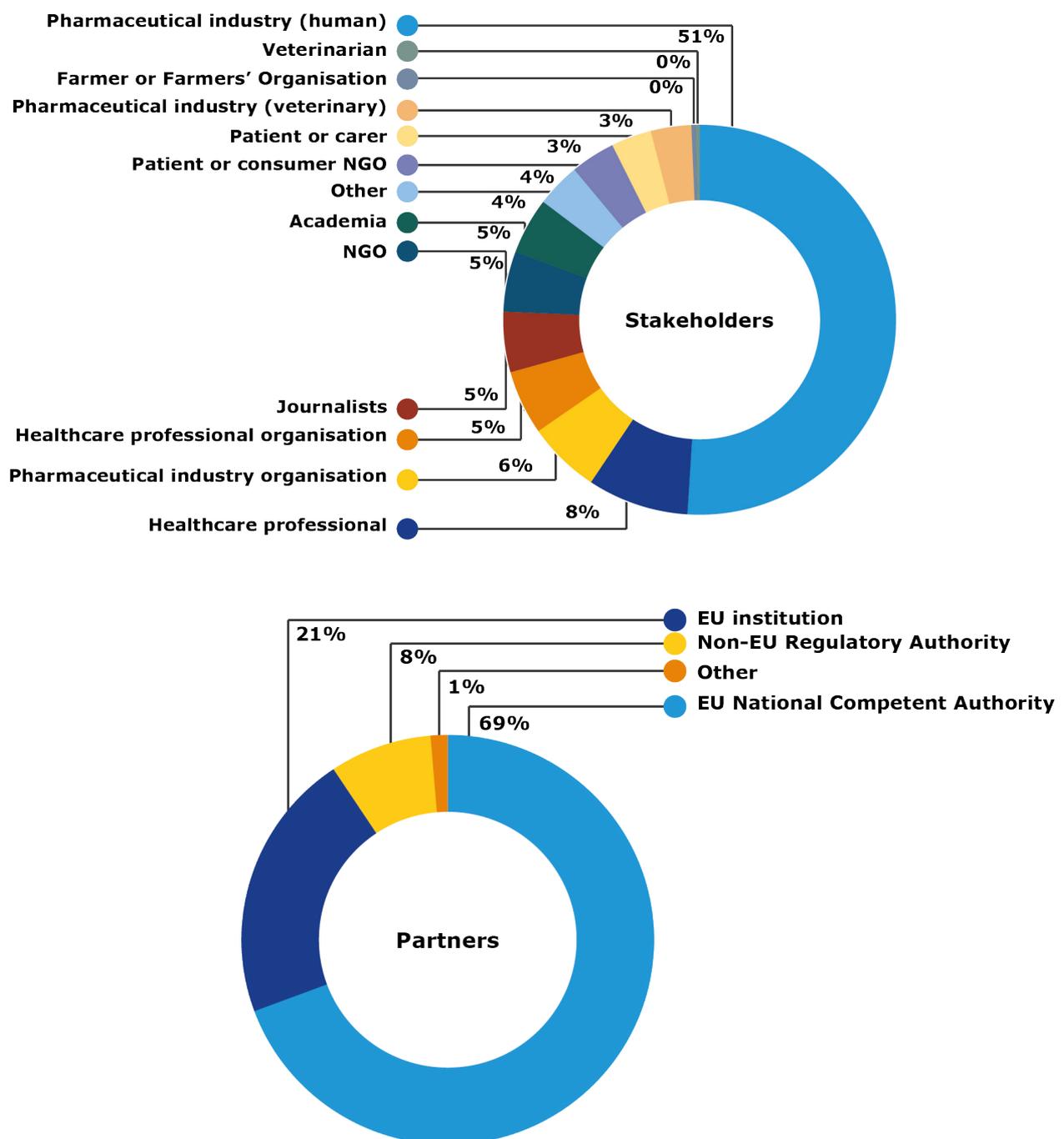
### Overview of survey responses per country



Over three-quarters of the responses (80%) were provided by EMA's stakeholders. The remainder (20%) were submitted by EMA's partners.

The survey gathered responses from all of EMA's key audiences. Pharmaceutical employees were the most represented group (54%) of all stakeholders. This is followed by representatives of the national competent authorities, with 52 completed surveys (69%) of all partner responses.

**Figure 3**  
**Respondent profiles**



## HIGHLIGHTS OF THE RESULTS

- Survey results demonstrate high satisfaction with EMA's communication overall: 93% of the respondents find it either indispensable, or important to them or their organisation. They consider information provided by EMA as clear, objective and useful. Respondents highlighted that improvements could be made in the means used to communicate, availability of translations and accessibility.
- Overall, EMA's communication products and channels are widely known and used. Respondents were most aware of information on medicine shortages provided by EMA (60%) and safety communications (53%). Although around one-third of the respondents (36%) indicated that they are aware of EMA press releases and news items, these communication materials are most widely used by EMA's stakeholders and partners (58%). Other communication tools, such as summaries of Committee for Medicinal Products for Human Use (CHMP) opinions and direct healthcare professional communications (DHPCs) also have high awareness and use among the respondents. However, some digital platforms, such as EMA's YouTube channel, Twitter and the AskEMA service for answering external queries are least known and used by the survey participants. Most respondents reported that EMA's communication materials on COVID-19 are clear, useful and timely.
- Respondents, including both EMA's stakeholders and partners, are actively involved in the dissemination of EMA's communication materials. They do this internally within their organisation (82%), or externally through social media (36%) or their organisation's website (34%).
- Most respondents (56%) read EMA communications at least once a week. 26% of all participants share EMA's communication materials daily or at least once a week and 17% reproduce them daily or at least once a week.
- A large majority (72%) of survey participants were positive about the quality of EMA's communications and agreed or strongly agreed that the Agency is open and transparent in its activities. While one-third of all participants (35%) felt EMA was more transparent than other regulatory authorities, 27% thought the Agency is about the same as others and only 6% considered it as less transparent, a high percentage of the respondents (32%) answered 'I don't know' to this question.
- Over half of the respondents (57%) largely agreed that EMA engages sufficiently with stakeholders, and one-quarter of them (25%) considered the Agency was better at engagement than other regulatory authorities worldwide.
- Most journalists (13 of 15 respondents) recognised that EMA's communication to the media has improved or much improved in recent years. Those who requested information from the EMA press office were satisfied or very satisfied with the responses they received (8 of 9 respondents).
- Respondents agreed that EMA is efficient in coordinating important public information within the EU regulatory network through its early notification system (ENS) and distribution of lines-to-take (LTT) on key issues. EMA's partners value that work: 78% of the respondents found receiving such information useful.

A full analysis of the survey results is included in the [Findings](#) section of this report.

## COMPARISON OF RESULTS FROM 2020 AND 2022

Most questions in the 2022 communication perception survey were the same or similar to those asked in 2020 to enable comparison of the results. Key similarities and differences are summarised below:

- 

EMA's communication remains very important to stakeholders: In 2022, 93% of respondents found the information provided by the Agency indispensable or important, compared to 91% in 2020.
- 

EMA continues to be seen as an increasingly open and transparent organisation: 72% of all respondents agreed with this statement in 2022, compared to 72.4% in 2020. More respondents also believe that EMA is more transparent than other international institutions and regulatory agencies (35% in 2022, compared to 33.75% in 2020).
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The share of respondents agreeing that EMA engages stakeholders in its activities fell slightly, from 60% in 2020 to 57% in 2022.
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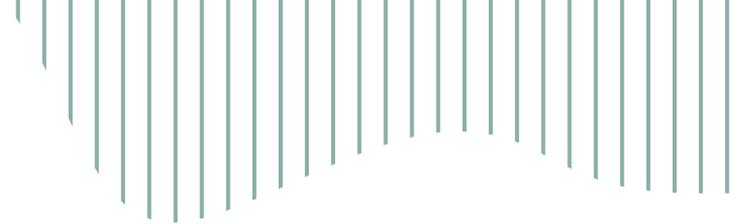
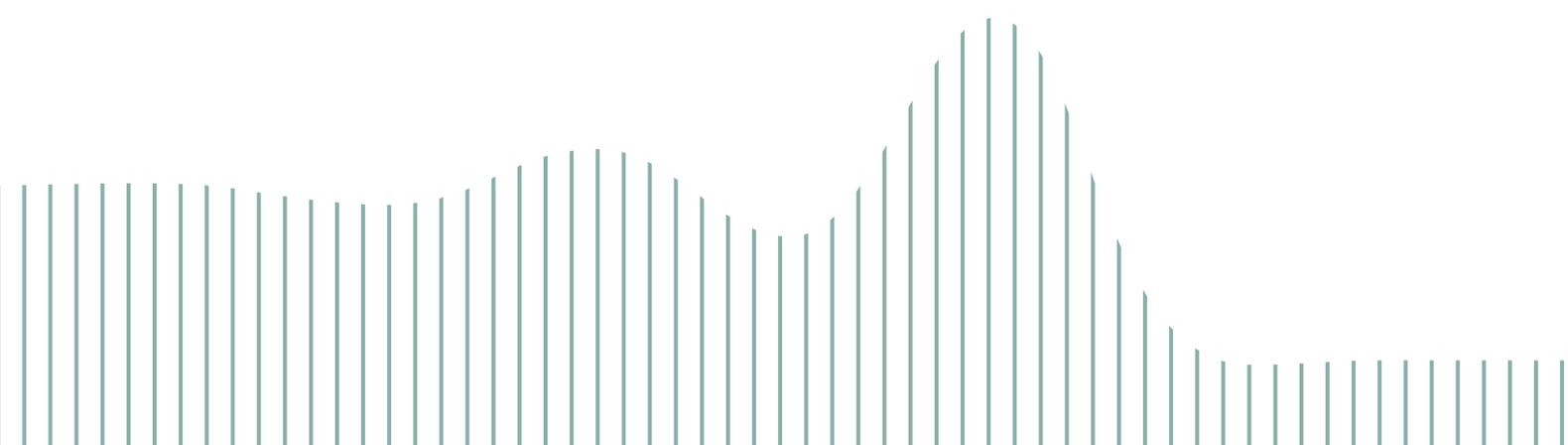
In both 2020 and 2022, participants were asked about their awareness of a range of EMA's communications including media communications, summaries for the public and other tools. The results of the survey have demonstrated some changes in respondents' awareness and use of various communication materials produced by EMA (see Table 1).
- 

A small change is evident in the way stakeholders use EMA communication: the percentage of respondents who said that they share the information provided by the Agency increased significantly (from 33% in 2020 to 42% in 2022). While a similar share of respondents use the communication materials for their own work (77% in 2022, compared to 76% in 2020), a higher percentage of respondents said that they used the materials for their organisation needs (69% in 2022, compared to 60% in 2020).

**Table 1**

### Most widely known and used communication materials by EMA

2020	2022
<ul style="list-style-type: none"> <li>■ <b>Medicine overviews</b> (recently used: 33%; aware: 55%)</li> <li>■ <b>Summaries of CHMP opinions</b> (recently used: 37%; aware: 48%)</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>EMA press releases and news items</b> (recently used: 58%; aware: 36%)</li> <li>■ <b>Safety communications</b> (recently used: 36%; aware: 53%)</li> </ul>

- 
- 
- EMA's communication materials, such as press releases, infographics and info cards, are used more frequently: the number of respondents reading these materials every day increased from 16% in 2020 to 18% in 2022. Those using the materials once a week increased even more, from 30% in 2020 to 38% in 2022.
- 
- Both in 2022 and 2020, EMA's stakeholders and partners were highly positive about the usefulness, objectivity and clarity of its communications. However, there was a slight decrease in respondents' ratings of these aspects of EMA's communication materials: usefulness (average score: 4.20 out of 5 in 2022 and 4.28 in 2020), objectivity (average score: 3.98 in 2022 and 4.05 in 2020) and clarity (average score: 3.86 in 2022 and 3.94 in 2020).
- 
- Views on EMA's communications in the context of the COVID-19 pandemic remained largely unchanged: in 2020, usefulness, clarity and timeliness were each scored 3.9 out of 5, compared to 3.96, 3.92 and 3.88, respectively, in 2022.
- 
- Visual communication products have increased in importance over the past two years. More respondents found materials, such as infographics and info cards, useful (20% in 2022, compared to 14.8% in 2020).
- 
- Awareness of EMA social media channels varies. The share of respondents who were aware of EMA's Twitter account increased from 33% in 2020 to 38% in 2022. However, awareness of EMA's YouTube channel slightly decreased from 33% in 2020 to 30% in 2022.
- 
- In both 2020 and 2022, more than half of the respondents rated EMA's corporate website positively and provided feedback on its content and design. Some of them also highlighted areas for improvement, including the web navigation and search function.
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## FINDINGS

The survey results are structured into seven main areas. Key findings are presented in the following sub-sections.

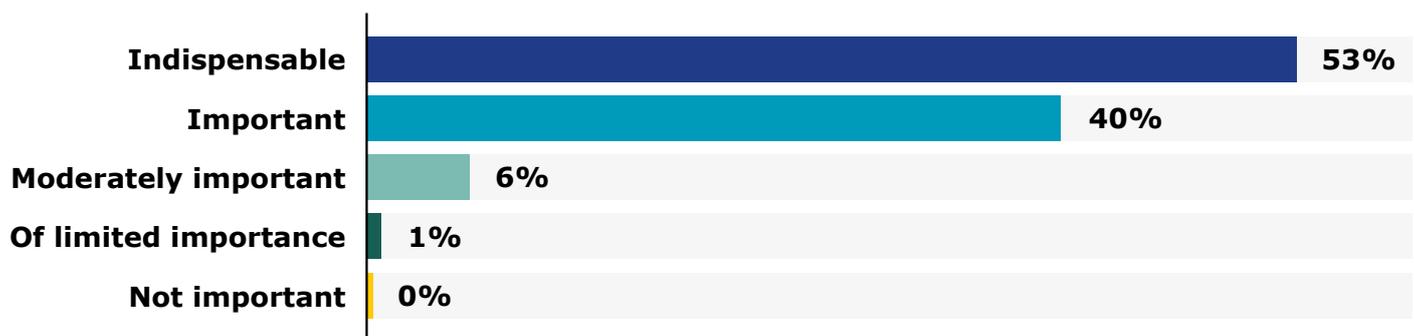
### 1. Importance of EMA communication

One of the survey's key objectives was to find out whether EMA's stakeholders and partners use and value its communications.

Over half of respondents (53%) consider it as indispensable for them or their organisation. 40% find it important. However, some of EMA's partners, such as representatives of EU institutions, indicated that EMA's communication is of limited importance to them.

Figure 4

#### How important is the information provided by EMA for you or your organisation?



Source: EMA communication perception survey 2022, N=375.

### 2. Communication tools and platforms

The survey also aimed to understand the extent to which respondents are aware and make use of the various EMA communication tools and products.

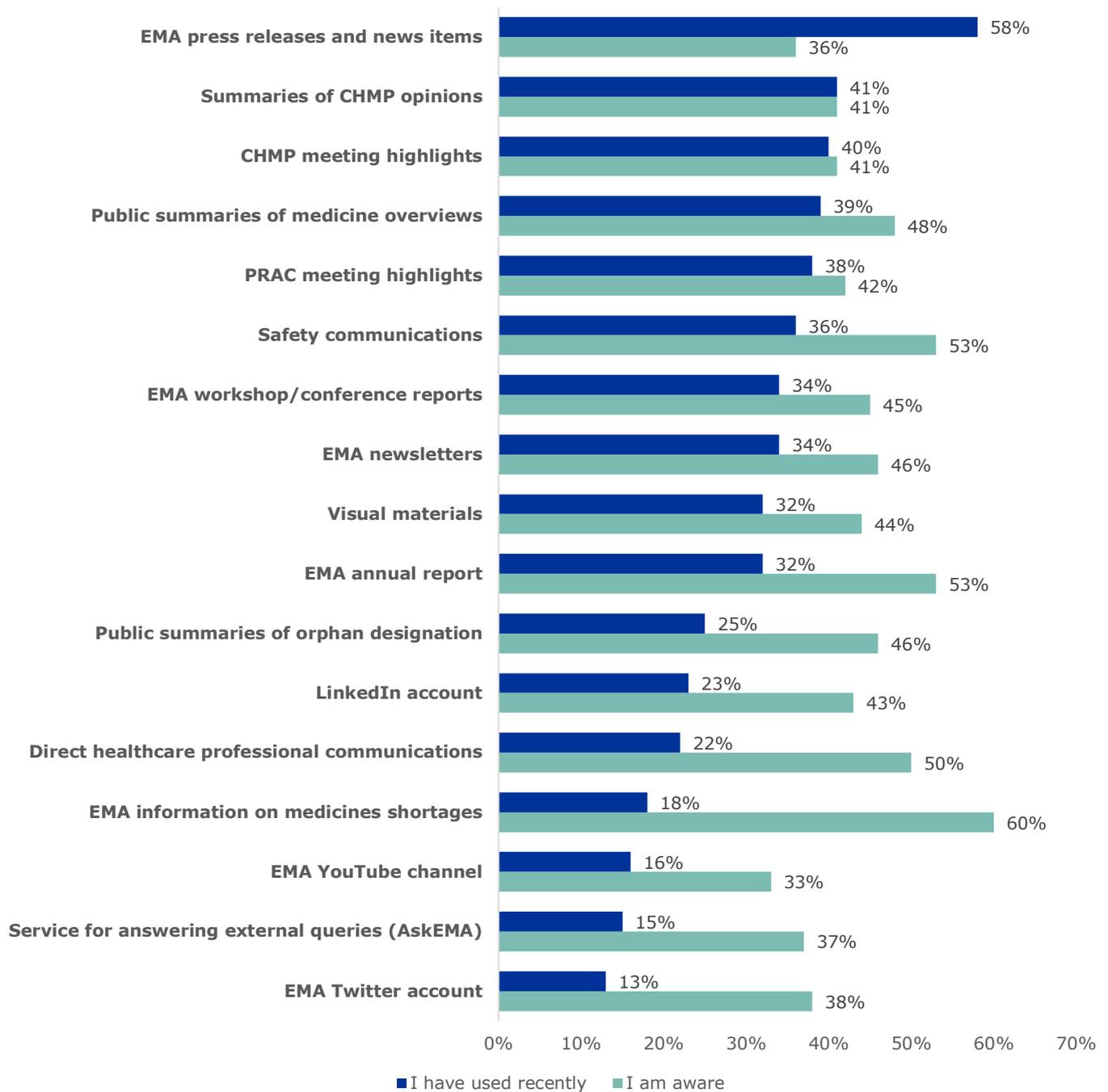
The results demonstrate that use and awareness vary greatly across EMA's communication products and platforms. Respondents said that they are most aware of EMA information on medicines shortages (60%) and its safety communications (53%). Although around one-third of the

respondents (36%) indicated that they are aware of EMA press releases and news items, these communication materials are most widely used by EMA's stakeholders and partners.

While many respondents are also aware of communication tools, such as EMA annual reports and direct healthcare professional communications (DHPCs), other digital platforms, including EMA's YouTube channel and the AskEMA service are the least known and used.

Figure 5

Which of the following EMA communication tools are you aware of, and which have you used recently?

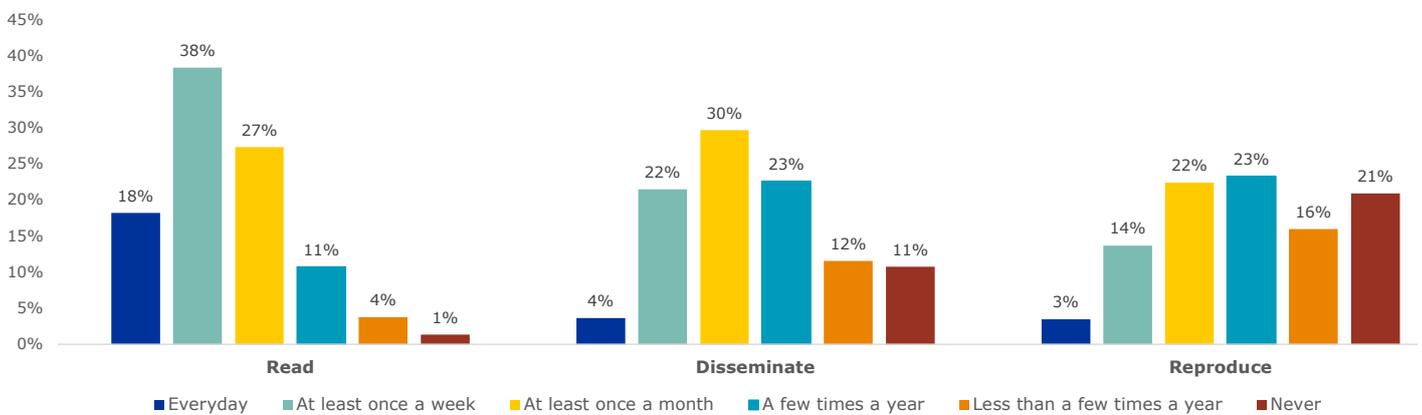


Source: EMA communication perception survey 2022, Respondents=375, Total responses=6,501.

Reflecting the high importance of EMA’s communications for its partners and stakeholders, communication materials are used frequently, with 18% of the respondents reading these materials daily and 38% of them read information

provided by EMA at least once a week. However, they reproduce these materials less often. 21% of the respondents also noted that they never reproduce EMA communication materials.

**Figure 6**  
**How often do you read, disseminate, or reproduce communication materials prepared by EMA?**

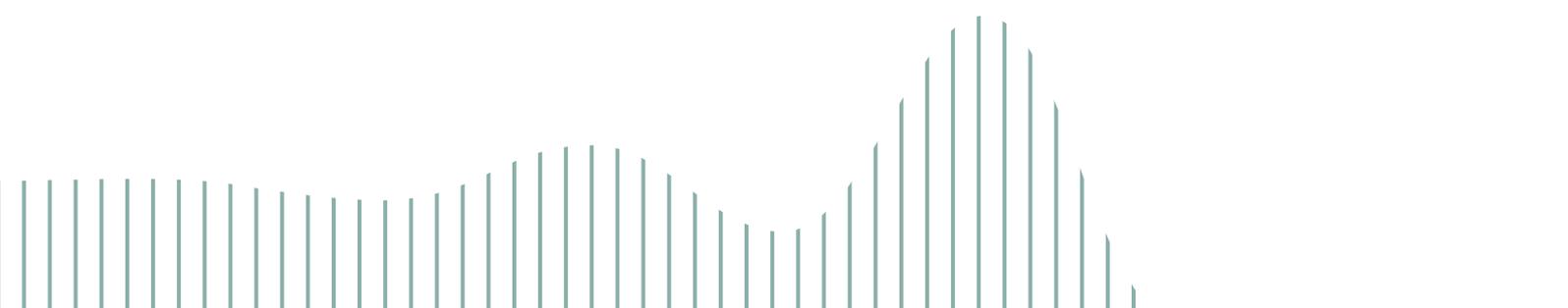


Source: EMA communication perception survey 2022, varying sample sizes (between N=343 and N=372).

The survey results demonstrate that EMA’s stakeholders and partner organisations engage with its communication materials in different ways. Stakeholders that read EMA’s materials far more often than others include: representatives of pharmaceutical industry organisations (78%); patient or consumer organisation representatives (73%); not-for-profit organisation representatives (67%); representatives of national competent authorities (65%); and pharmaceutical industry employees or consultants (human medicines) (65%). Only 25% of EU institution representatives and 29% of researchers or representatives of academia read these materials at least once a week.

Members of patient or consumer organisations (50%) and representatives of the pharmaceutical industry (41%) not only read but also share EMA’s communication materials at least once a week.

Respondents from five stakeholder groups said that they also reproduce EMA communication materials frequently (i.e. at least once a week). These include representatives of pharmaceutical industry organisation (24%); journalists (23%); pharmaceutical industry employees or consultants working on human medicines (23%); pharmaceutical industry employees or consultants working on veterinary medicines (20%); and representatives of national competent authorities (19%).



**Figure 7**  
**Stakeholders and partner organisations that read, disseminate and reproduce EMA’s communication materials at least once a week**

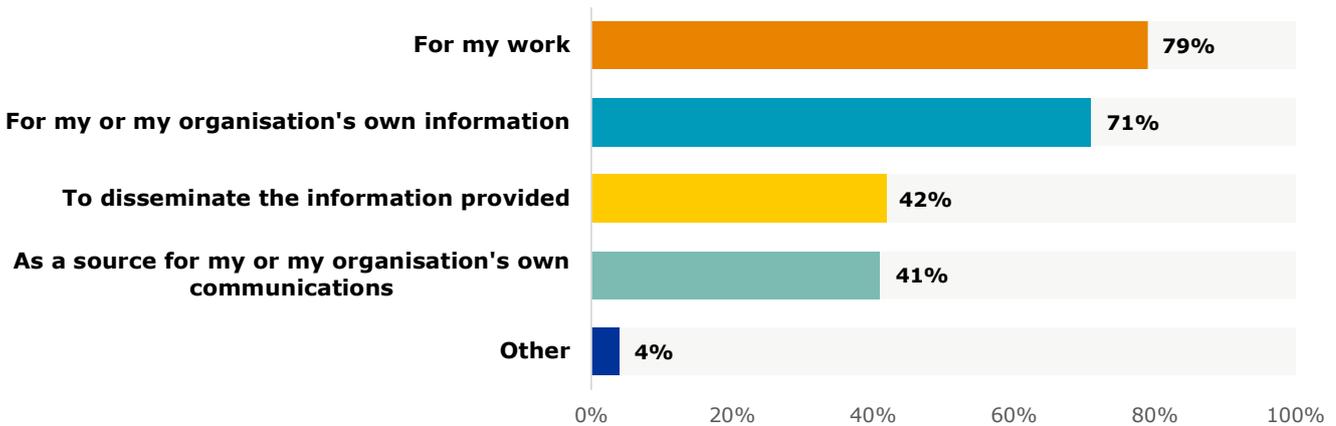


Source: EMA communication perception survey 2022, varying sample sizes (between N=343 and N=372).

Most stakeholders and partners (79%) use EMA communication material for their work and a large majority (71%) use it for their own or their organisation’s information needs. 82% of them disseminate EMA’s communications within their

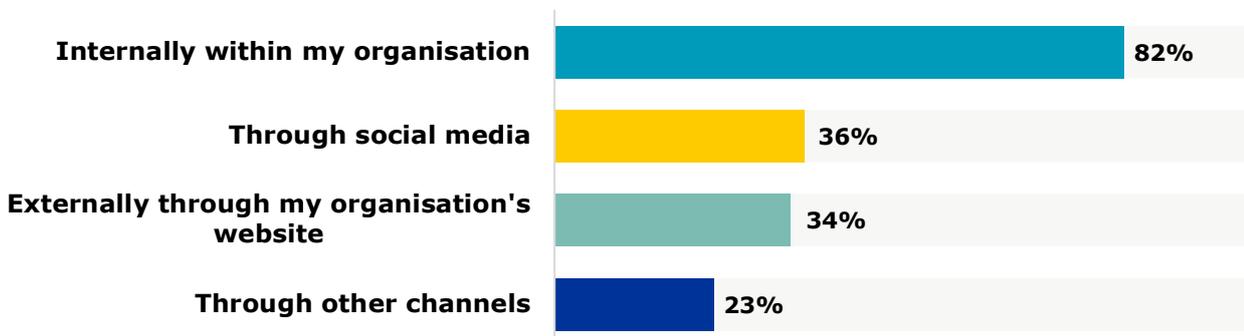
organisations. One-third of the survey participants (36%) noted that they also share materials produced by EMA via social media and 34% disseminate them via their organisation’s website.

**Figure 8**  
**For which purpose do you use communication material prepared by EMA?**



Source: EMA communication perception survey 2022, multiple options available, respondents=364.

**Figure 9**  
**More specifically, how do you disseminate communication material prepared by EMA?**



Source: EMA communication perception survey 2022, multiple options available, total respondents=151.

Most respondents considered the visual materials produced by EMA to be helpful. Of these, leaflets and brochures as well as infographics and info

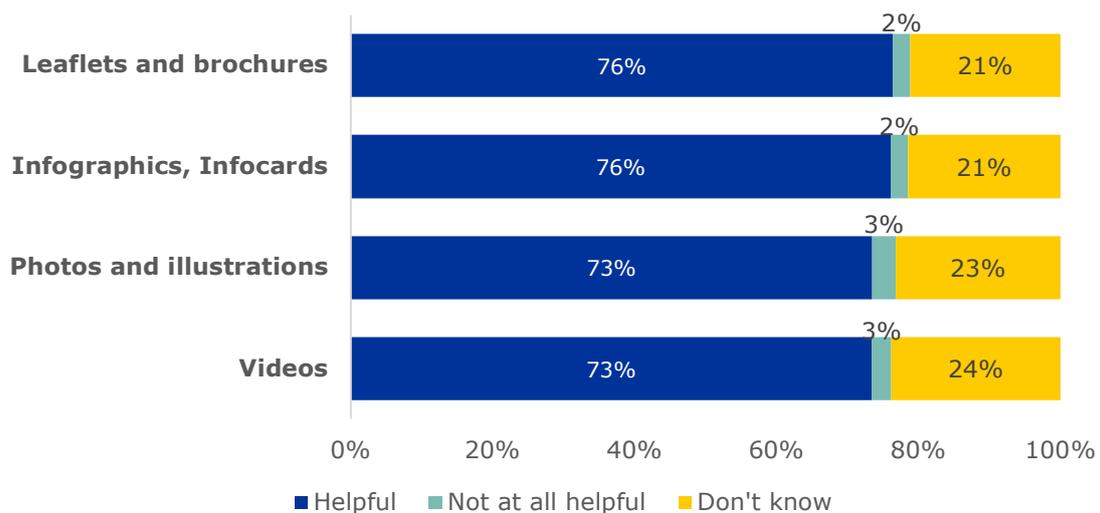
cards are seen as the most useful. 76% of respondents find them useful.

**“They usually give a clear picture of the main points that need to be raised or communicated to the audience and they are well-displayed artistically to catch the eye.”**  
*(Pharmaceutical industry employee)*

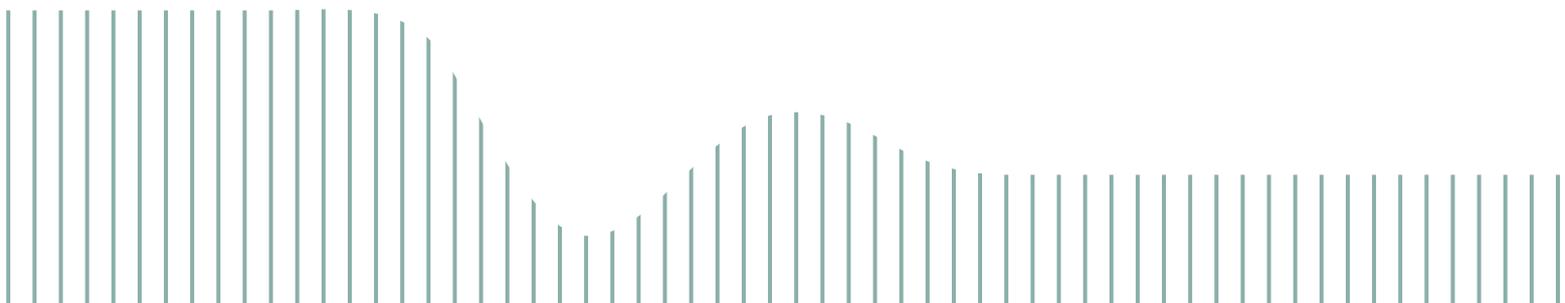
Similarly, most respondents (73%) appreciated the importance of EMA’s photo and video materials. Respondents acknowledged the range of video materials made publicly available by EMA, particularly when recordings from workshops or meetings are uploaded. They noted that an accompanying summary of the discussion would help to understand better the outcomes and key aspects of such events. Videos intended for public use were praised for their use of appropriate language, clarity, and conciseness.

Only a small percentage of respondents identified all visual material as not at all helpful (2-3%). They noted that some visual materials are not particularly useful to industry or medical professionals, and that it would be useful if workshop recordings were available more quickly after the event.

**Figure 10**  
**How helpful do you find the following visual materials that EMA produces?**



Source: EMA communication perception survey 2022, varying number of responses between (between N=361 and N=368).



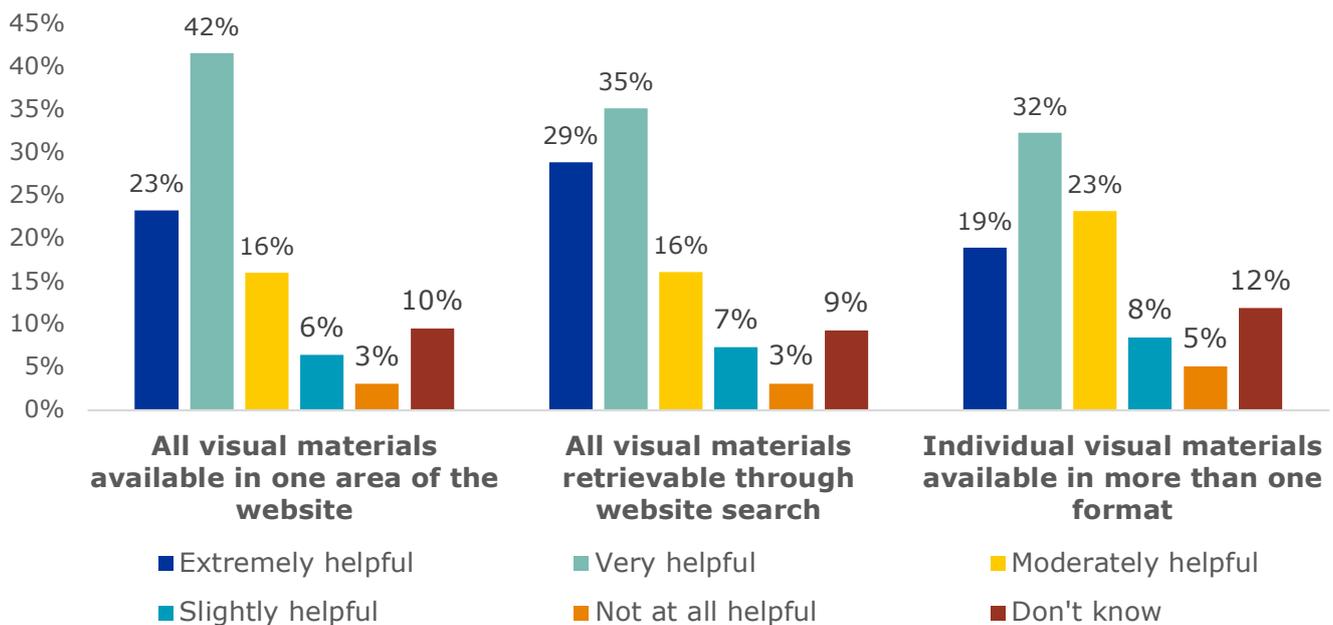
The survey participants also shared some suggestions for improvement of visual materials and their accessibility. 87% of all respondents indicated that making all visual materials available in one area of the website would be helpful. A lot of visual materials are produced and made publicly available by EMA, however some respondents said that sometimes they struggle to find what they are looking for on the EMA website. They also noted that better organising and uploading all templates and forms to a central repository on the website would be appreciated. Multiple respondents noted that it was not necessarily important for visual materials

to be kept together, but, rather, the website needs to ensure that the most relevant visual materials are linked to the appropriate topic pages.

Participants reported that it is easier to find EMA material through general search engines rather than the EMA website. 88% of all respondents indicated that making all visual materials retrievable through the website search engine would be helpful.

82% of respondents stated that providing individual visual materials in more than one format would be helpful.

**Figure 11**  
**How helpful would you find the following with regards to the visual materials?**



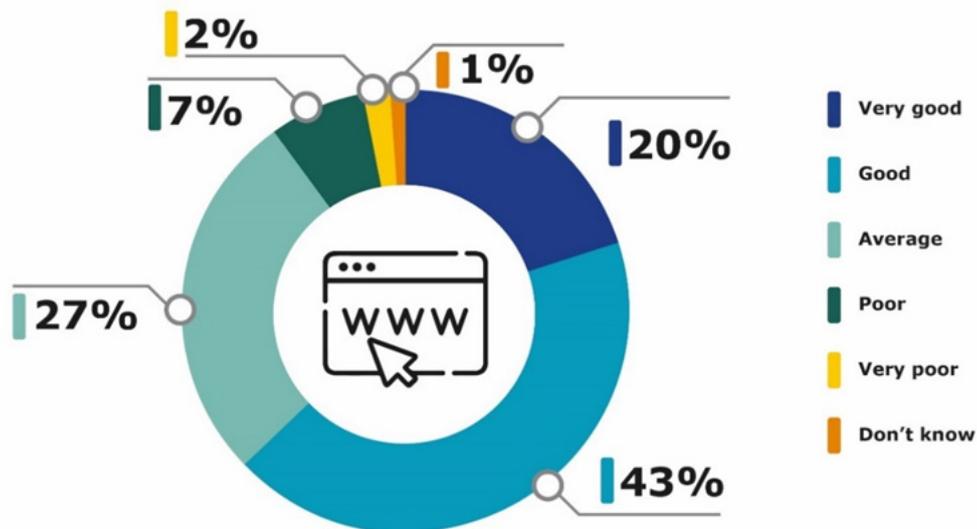
Source: EMA communication perception survey 2022, varying number of responses between (between N=353 and N=356).

Survey participants were also asked about their perceptions and use of the EMA website. Of the 372 respondents who provided their feedback on this topic, 63% rated the website positively, while 27% found it to be average. Respondents praised the website for the wealth of material available,

but even those most familiar with the website suggested it should be more user-friendly. Multiple respondents noted that the EMA website is overly complex, with cumbersome search and navigation. This was a particular issue for new website users or visitors.

**Figure 12**

**How would you rate EMA's corporate website (www.ema.europa.eu)?**



Source: EMA communication perception survey 2022, N=372.

Several aspects of the website were mentioned as extremely helpful, notably the 'What's new' section, the European public assessment reports, and the latest news sections. Individual users also acknowledged the guidelines, Q&As, and medicine-specific pages, which they find useful.

Several website improvements were mentioned, particularly the search function, tools, and better coherence and connection between pages.

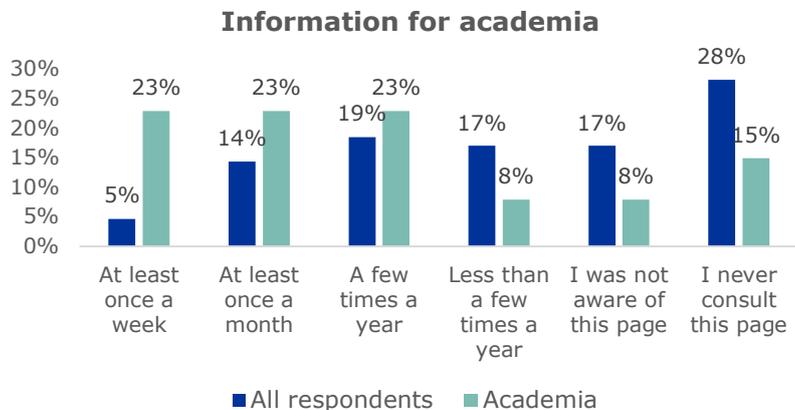
To better understand EMA's partners and stakeholders' perceptions and engagement with information that is tailored to their needs and published on the corporate website, respondents were asked how often they consulted the following pages:

- Information for academia;
- Information for media;
- Information for pharmaceutical industry;
- Information for animal health professionals;
- Information for healthcare professionals; and
- Information for patients and carers.

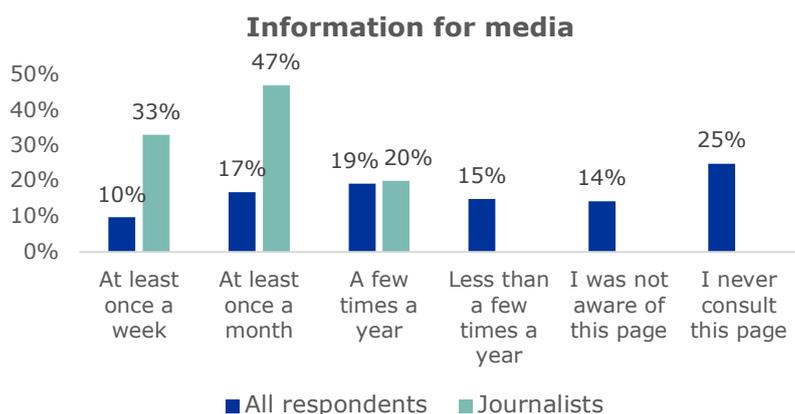
Each group of respondents engages most actively with the information pages that are most relevant to them. This trend is the same for all stakeholder groups, showing that the information is both well used and relevant.

Figure 13

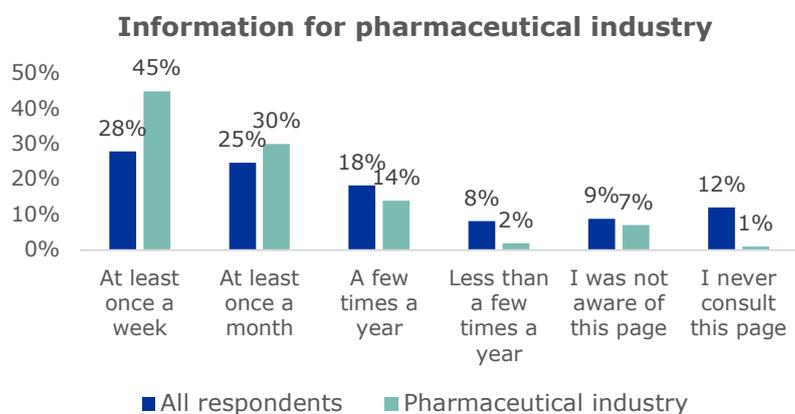
How often do you consult any of the following pages on EMA’s corporate website?



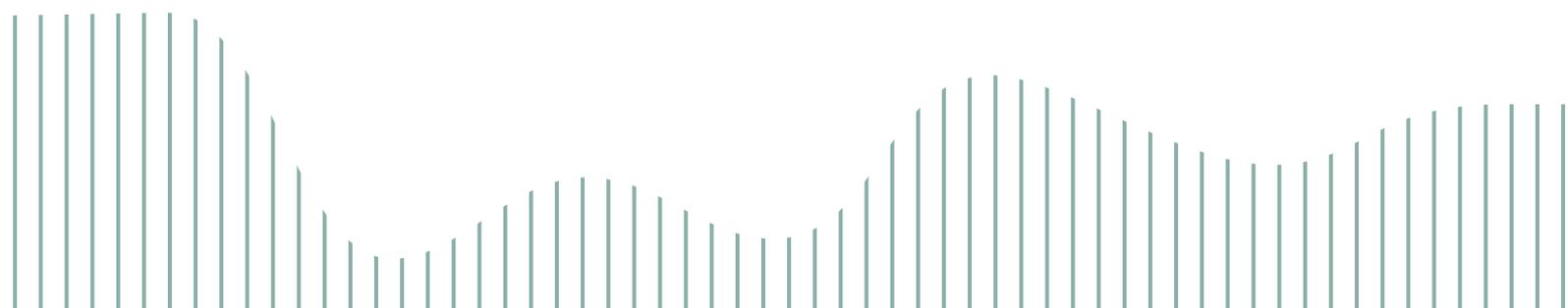
Representatives from academic institutions also said that they engage actively with the information targeted to them: 46% accessed the page for academia at least once a month or more often.



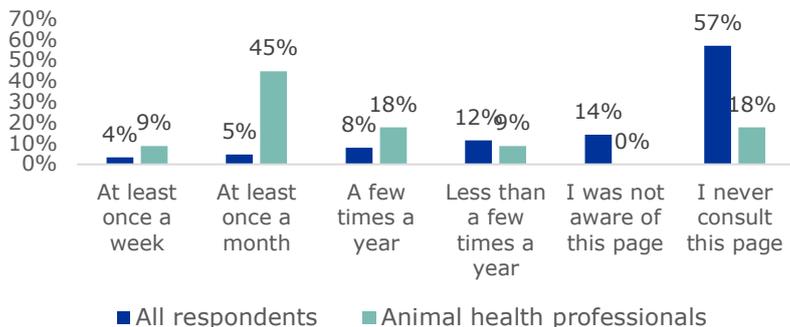
The survey results demonstrate that journalists also engage with the information for media more than other stakeholder groups. All respondents noted that they engaged with such materials throughout the year, however 33% of journalists access this information on the EMA website at least once a week (compared to 10% of all respondents).



Respondents from the pharmaceutical industry indicated that they engage actively with the webpage with information that is most relevant to them: 75% used these pages at least once a month or more often.

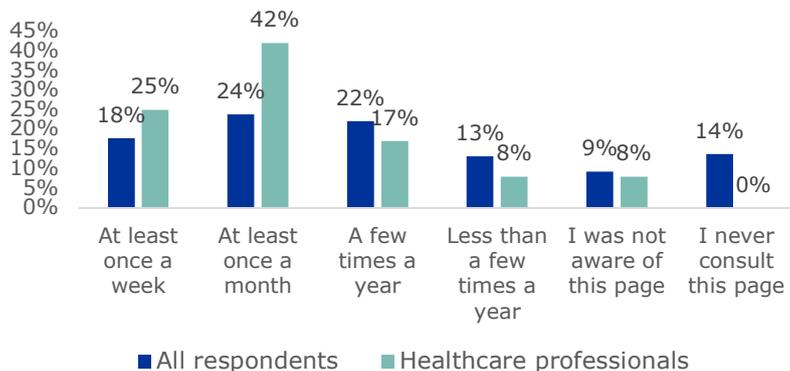


### Information for animal health professionals



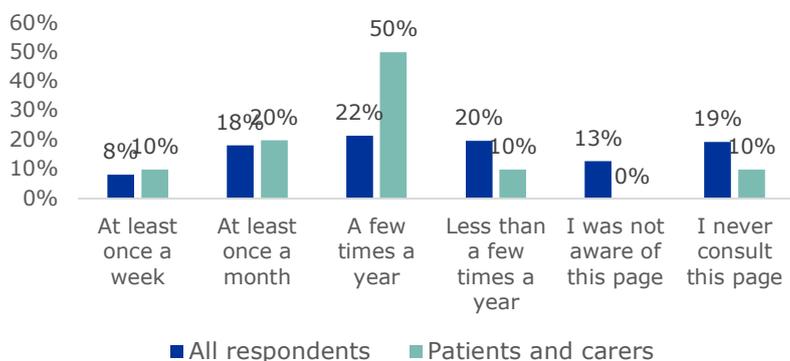
**54% of animal health professionals said that they engage with the associated information pages at least once a month or more often.**

### Information for healthcare professionals



**67% of healthcare professionals engage with their dedicated webpages at least once a month or more often, far more frequently than any other group. Only a small minority were not aware of these pages, indicating that they are widely known and used.**

### Information for patients and carers



**26% of all respondents engage with the information pages for patients and carers at least once a month or more often, with 19% of all respondents never looking at the page. As expected, patients and carers access this page more than the average respondents.**

Source: EMA communication perception survey 2022, varying sample sizes.

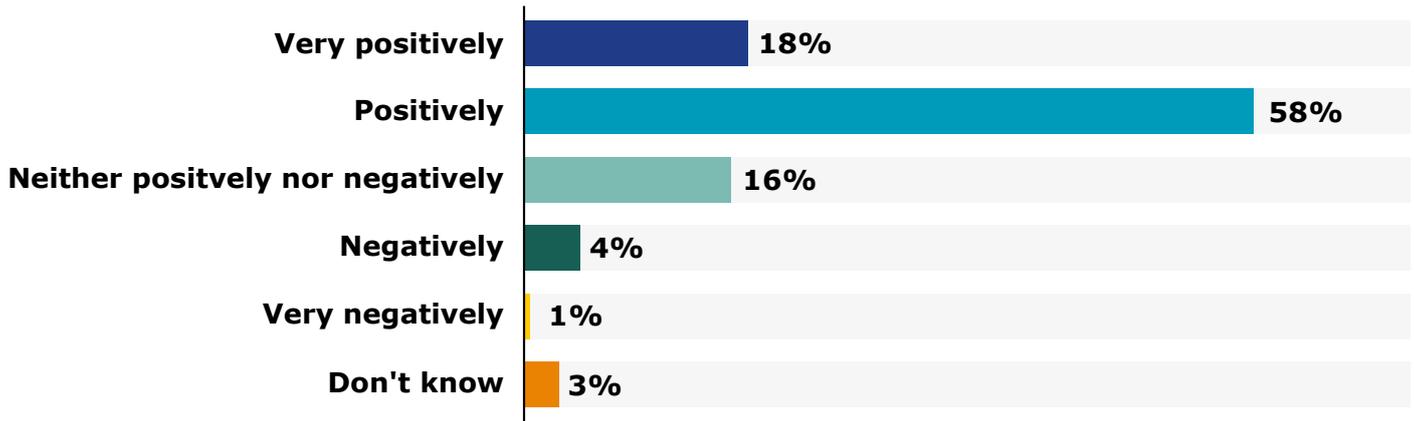
When asked for suggestions for improvement, stakeholders noted that EMA’s web users would benefit from a more user-friendly search function. One respondent suggested creating separate pages for specific regulatory procedures, particularly post-approval activities.

### 3. Communication quality

Respondents were also asked about the quality and different aspects of EMA's external communications. EMA's communication had a high overall positive rating, with 76% respondents rating it positively or very positively.

Figure 14

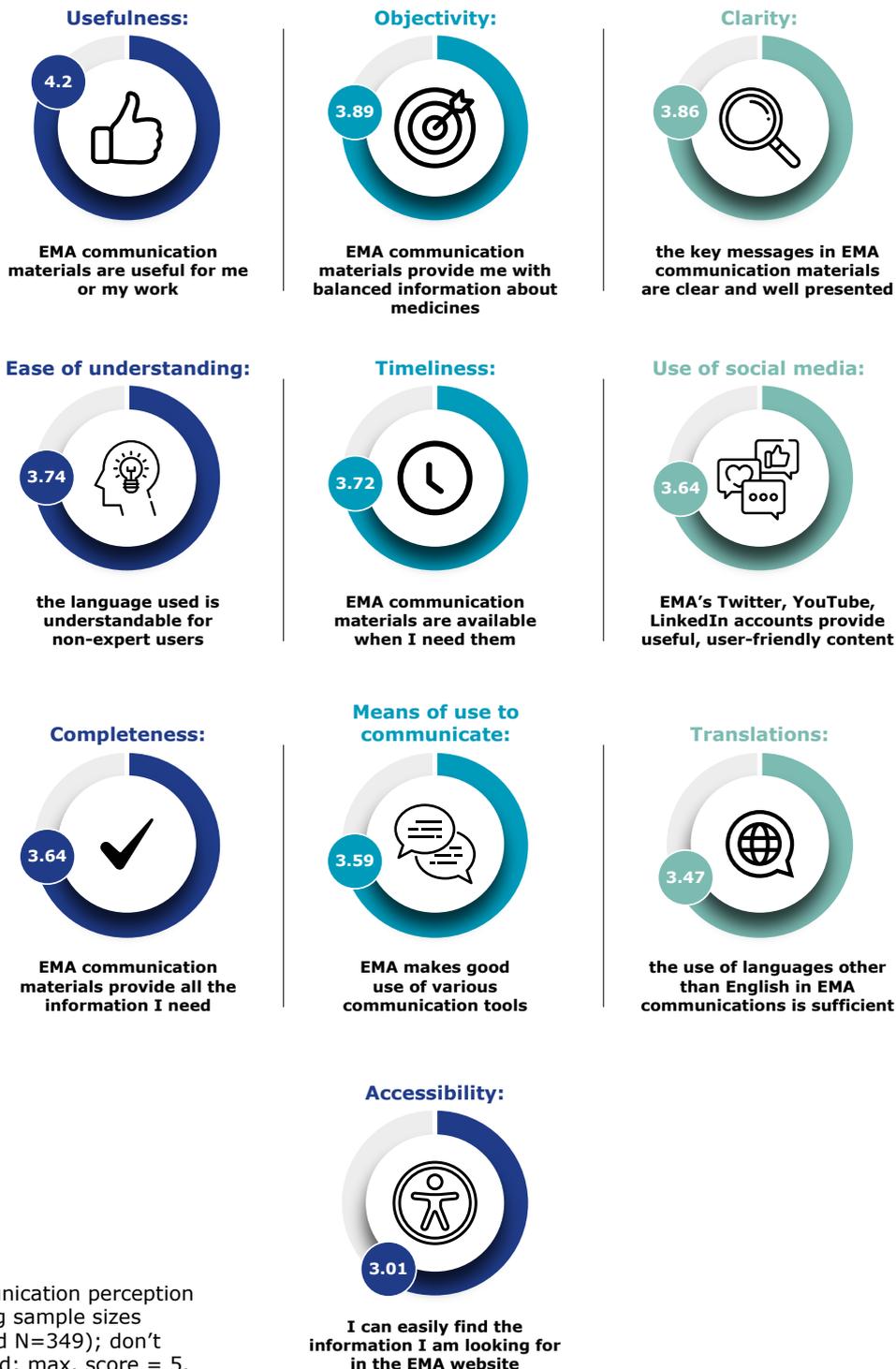
Overall, how do you rate EMA's external communication?



Source: EMA communication perception survey 2022, N=372.

Usefulness, objectivity and clarity of EMA’s communication materials scored highest, while their translations and accessibility scored less well when respondents were asked to rate various aspects of EMA’s external communications<sup>1</sup>. Key findings per topic are summarised below.

**Figure 15**  
**Please rate the following aspects of EMA’s external communication on a five-point scale:**



Source: EMA communication perception survey 2022, varying sample sizes (between N=208 and N=349); don’t know option excluded; max. score = 5.

<sup>1</sup> To visualise responses, the report uses a five-point scale. This has been calculated using the following scores: Strongly agree: 5; Agree: 4; Neither agree nor disagree: 3; Disagree: 2; Strongly disagree: 1. Scores were summed and divided by (total responses minus ‘don’t know’).

**Usefulness:** Most stakeholders and partner organisations (86%) who completed the survey consider EMA's communication as useful or very useful.

**Objectivity:** The majority (73%) of respondents agreed that the materials provided by EMA are objective and offer balanced information on human and veterinary medicines.

**Clarity:** Most respondents (72%) said that the key messages disseminated by EMA are clear and well presented.

**Ease of understanding:** The majority (63%) of participants felt that the language used in EMA's materials is easy to understand by non-expert audiences.

**Timeliness:** Most respondents (68%) believed that EMA's communication materials are available when needed. Some of them also provided additional feedback and suggestions for improvement.

**“Recordings and documents should be made available in a timelier manner. Sometimes it takes quite a long time to access the presentations from meetings/ recording after the event as the highest interest/request is immediately after the event.”**

*(Representative of pharmaceutical industry organisation)*

**Use of social media:** Despite the overall positive score (3.64 of 5) of EMA's social media efforts, a high percentage (40%) of the respondents answered 'I don't know' to this question. However, some of them shared more detailed comments and highlighted areas of concern, such as the publication of materials on EMA's social media channels and other digital platforms.

**“It would be preferable if the information on LinkedIn, Twitter and other social media platforms is mirrored on the EMA web page. Sometimes we experienced that information got solely distributed across the social media platform. Twitter and YouTube should not be used alone - Some documents take time before being published on EMA website (EPAR).”**

*(Pharmaceutical industry employee or consultant)*

**Completeness:** Most respondents (61%) agreed that EMA's communication is complete. Some participants also provided additional comments and suggestions for improvement.

**“Regarding completeness, more efforts can be done when updates/ revisions of guidance documents are published. EMA does not consistently publish track changes versions of these documents (e.g., procedural or timetables), making it challenging to identify important or minor changes. In addition, when a website page is subject to change it is not easy to identify the latest change in the page.”**

*(Pharmaceutical industry employee or consultant)*

**The use of different communication channels:** The majority of respondents (53%) found that EMA makes good use of its various communication channels or tools.

**Translations:** Respondents' opinions on this topic varied greatly. While many of them (46%) agreed that the use of English in EMA's materials is sufficient because it is widely used, some respondents (18%) suggested that translations would improve reach and accessibility of information. Some participants also noted that using simple and clear visual materials (such as tables and overviews of information) rather than long text would also help them understand better the key messages.

**“[It is] difficult to find information on the website, and the material for social media is [often] in English - we would prefer that it would be possible to adapt to our own language - i.e. not using English wording in images. Press material is in a too scientific language - often too complicated. As a national authority, we would prefer to get the press material much earlier - not just before publishing.”**

*(Representative of national competent authority)*

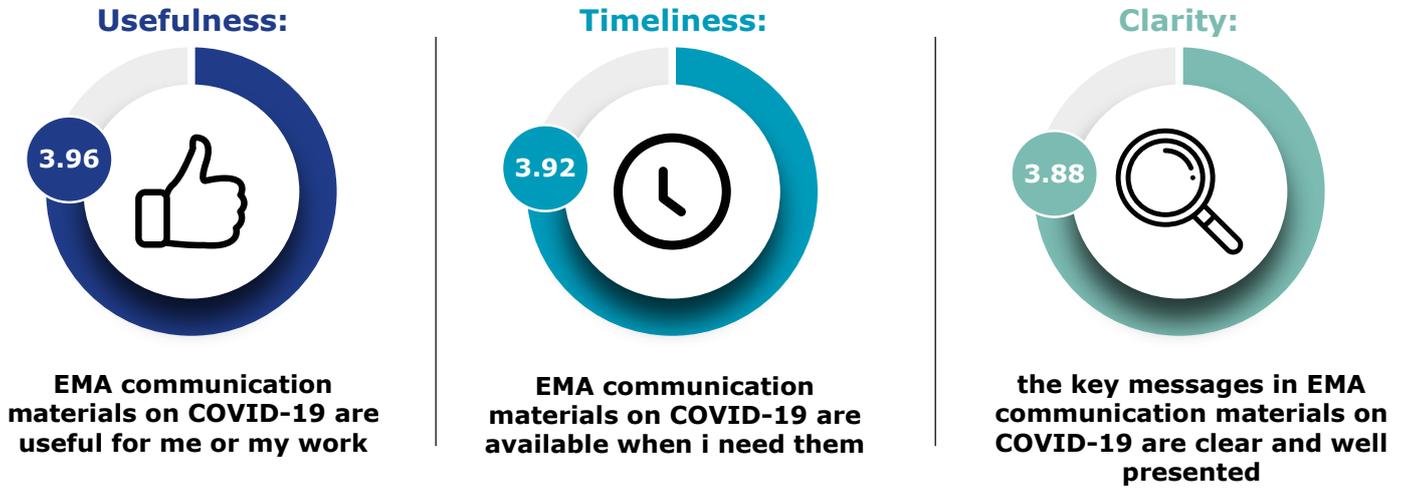
**Accessibility:** 36% of respondents reported that it is not easy to find information on the EMA website and links to other sections are not always relevant, or lead to overlapping information.

**“Comparing the previous websites, the trend is to explain to laymen, but less information to experts.”**

*(Pharmaceutical industry employee or consultant - Human medicines)*

Respondents also shared their views on the usefulness, timeliness and clarity of EMA's materials on COVID-19. Most of the participants (68%) found them useful for them or their work. They also acknowledged that these materials were clear, well presented and available when needed. A number of respondents (approximately 13%) did not comment on these aspects of EMA's COVID-related communications.

**Figure 16**  
**Rating of EMA’s communication in COVID-19**



Source: EMA communication perception survey 2022 varying sample sizes (between N=303 and N=314); don't know option excluded; max. score = 5.

**“EMA’s external communication during COVID-19 was very active and we would like to see this approach implemented for non-COVID areas. Moreover, we found very useful the bi-weekly press briefings live-streamed for the general public during COVID-19.”**  
*(Representative of pharmaceutical industry organisation)*

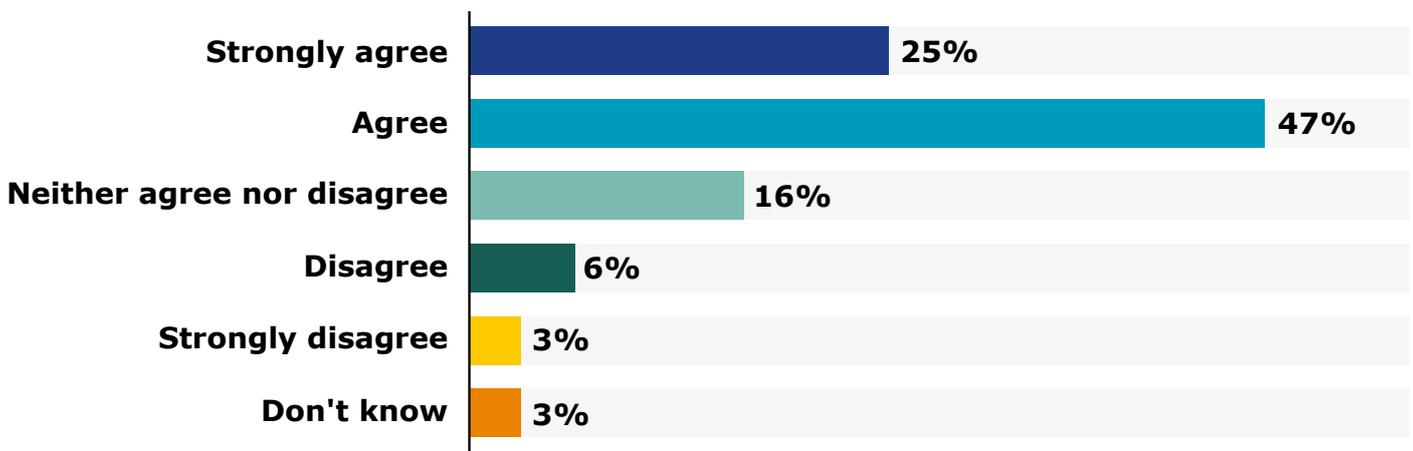
**“Due to the pandemic, the Agency’s external communications increased and intensified and it was positive to see an expansion of regular virtual briefings of EMA experts live-streamed, recordings made available for all, events live etc. The messaging was well prepared & believe that it positively impacted the Agency’s image. It made it more known to the wider public as a credible source of info.”**  
*(Representative of patient or consumer organisation)*

## 4. Transparency

The survey sought to understand whether respondents perceive EMA as open and transparent in its activity, particularly compared to other regulatory authorities across the world. Overall, most respondents (72%) agreed that EMA is sufficiently open and transparent.

Figure 17

**Please rate the following statement: EMA is sufficiently open and transparent in its activity**



Source: EMA communication perception survey 2022 , N=371.

**“Public versions of documents are always made available within a reasonable timeframe. Transparency is one of the things I have always admired about the European Union’s institutions.”**

*(Patient or carer)*

**“My experience says that EMA is really open and transparent. I have been using EMA’s communication materials for many years. EMA’s communication is also honest and timely.”**

*(Patient or carer)*

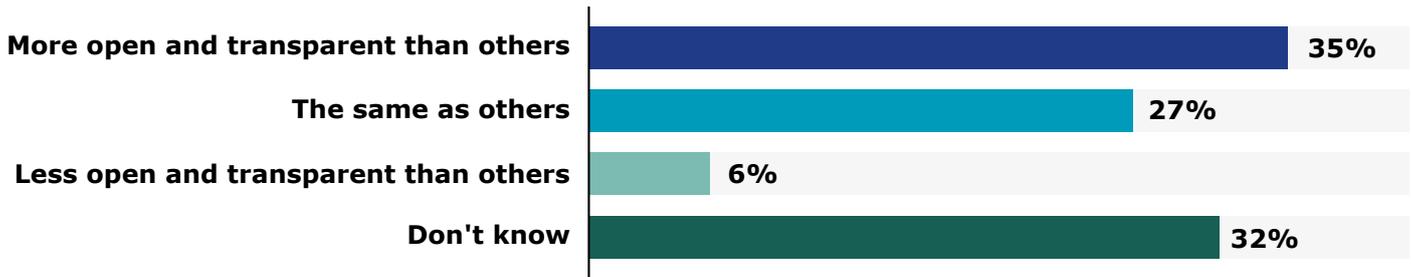
However, 9% of respondents disagreed and shared some suggestions for improvement to enhance EMA’s transparency:

- Making meeting agendas and minutes public;
- Sharing news about public consultations;
- Expediting publication of documents and European public assessment reports (EPARs) to facilitate communication at national level;
- Disclosing the role of employees involved in the scientific advice meetings; and
- Improving transparency of data and market protection.

Just over one-third (35%) of all respondents state that EMA is more open and transparent than other regulatory authorities worldwide, 27% believe EMA is about the same as others, and a small share (6%) believe that EMA is worse.

**Figure 18**

### How open and transparent is EMA compared with other regulatory authorities worldwide?



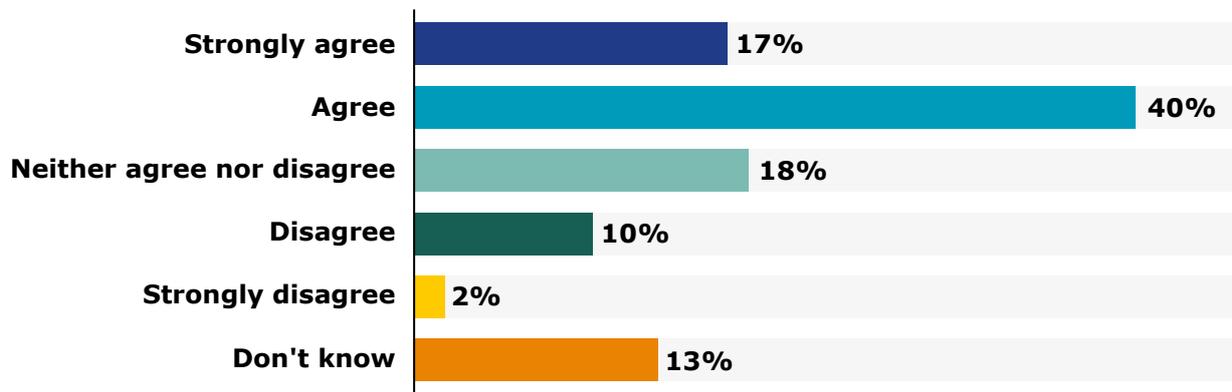
Source: EMA communication perception survey 2022, N=370.

## 5. Stakeholder engagement

Engagement with key stakeholders and partners plays an important role in EMA's work. Most respondents (57%) agreed that EMA engaged sufficiently with stakeholders. However, 12% disagreed with this statement, 18% shared neutral views and 13% answered 'I don't know' when asked about EMA's stakeholder engagement activities.

**Figure 18**

### Please rate the following statement: EMA is sufficiently engaging stakeholders in its activities



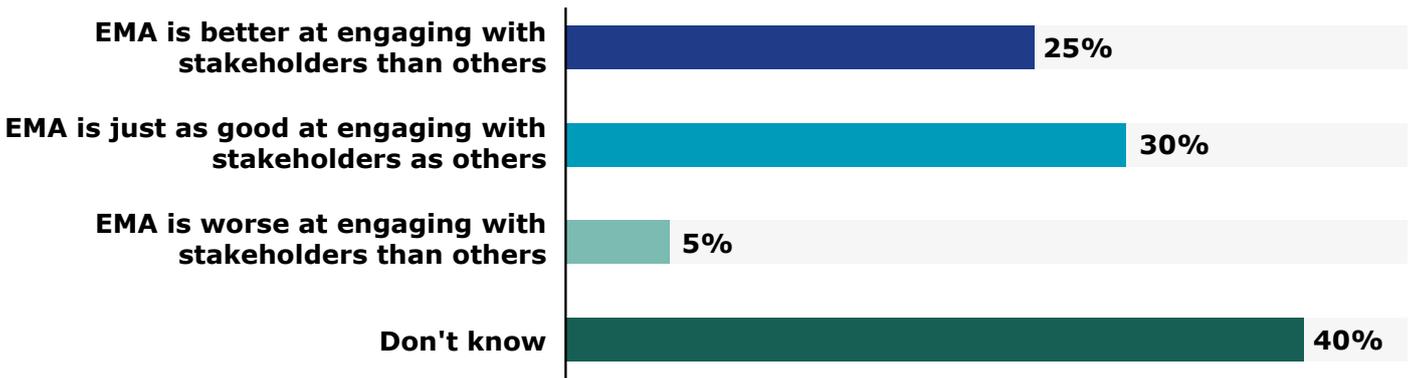
Source: EMA communication perception survey 2022, N=366.

**"You are the EU model on stakeholder engagement. Thank you!"**

*(Representative of patient or consumer organisation)*

55% of respondents believe that EMA is as good or better at engaging with stakeholders than other international institutions or regulatory authorities, while 40% did not know how EMA compared with other organisations.

**Figure 19**  
**How do you rate EMA’s engagement with stakeholders compared to other international institutions and/ or regulatory authorities worldwide?**



Source: EMA communication perception survey 2022, N=364.

**Stakeholder engagement activities:**

- Opportunities for engagement, including workshops/meetings/teleconferences
- Stakeholder platforms to ensure dialogue
- Establishment of small thematic task forces



**Works well**

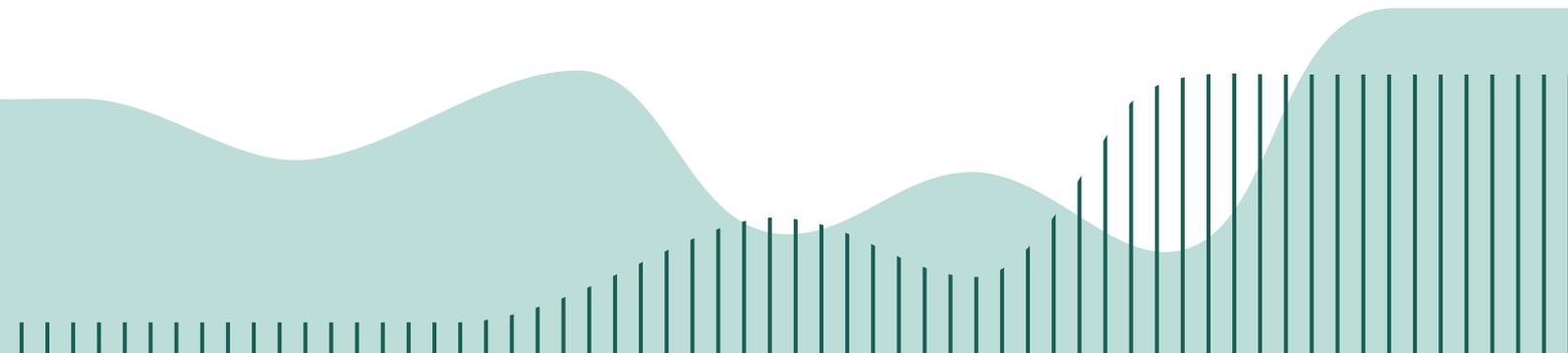
**To be improved**



- Email alerts of upcoming webinars
- Reinforced industry engagement and specific focus on small and medium-sized enterprises (SMEs) instead of multinational corporations forces

When asked whether they were aware of engagement practices used by other regulatory authorities, respondents highlighted:

- The United States Food and Drug Administration (FDA) training for SMEs and individuals;
- The launch of six-step consultations by the Codex Alimentarius Commission; and
- WHO’s weekly free webinars on specific topics.



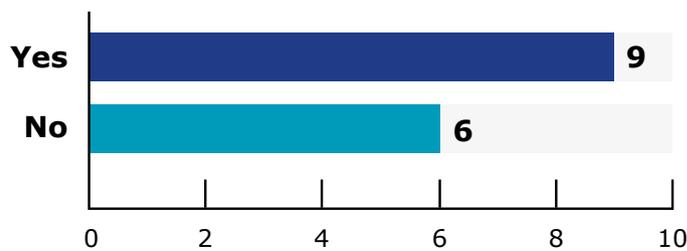
## 6. Media relations

Media play a vital role in reaching out to the public at large. They belong to the most trusted sources of reliable information and EMA aims to cultivate and foster relationships with TV, radio and print journalists. Journalists from not only mainstream but also specialised media, covering health, regulation and European affairs, were invited to complete the survey and were asked specific questions regarding their experience with EMA communication.

Over half (9 of 15) of the journalists who completed the survey had written to or called the EMA press office to request information. The majority of them (8 out of 9) were satisfied or very satisfied with the services provided. One respondent provided additional comments, noting that EMA did not understand what journalists need, and the information was 'too little, too late'. They also reported difficulties reaching the EMA press office by phone.

Figure 20

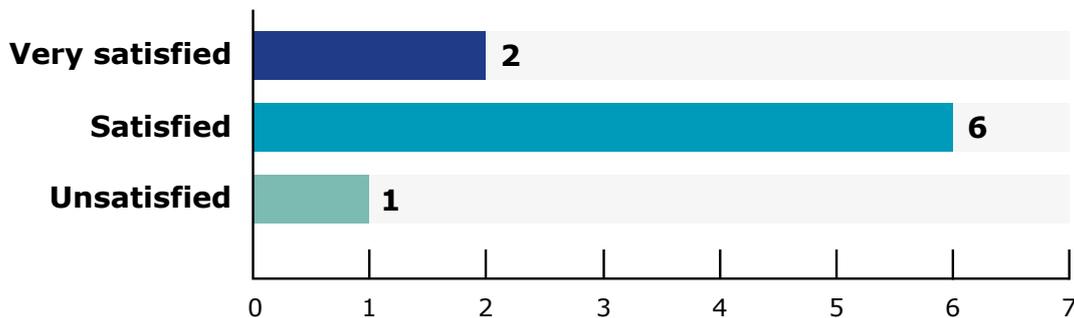
**Have you ever written or called to request information from the EMA press office?**



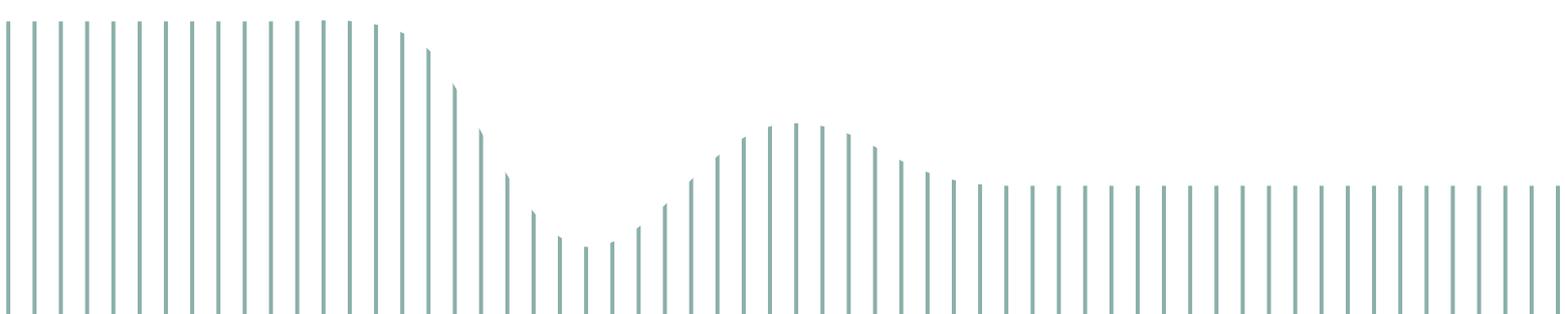
Source: EMA communication perception survey 2022 , N=15.

Figure 21

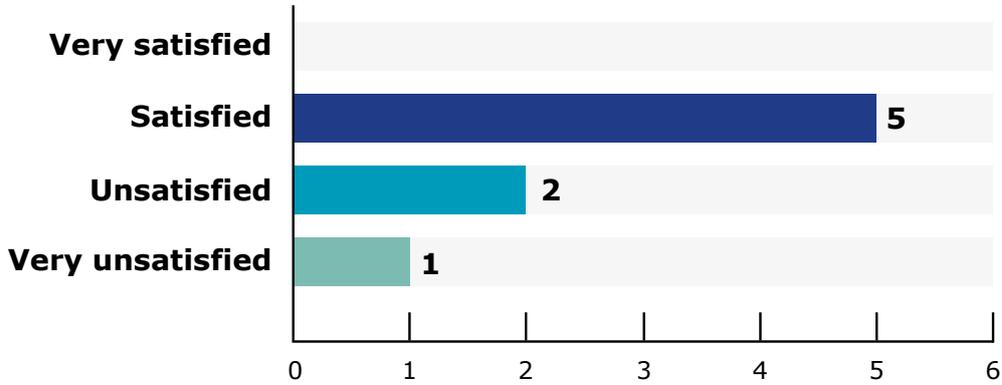
**If yes, how satisfied are you with the responses that you received?**



Source: EMA communication perception survey 2022 , N=9.



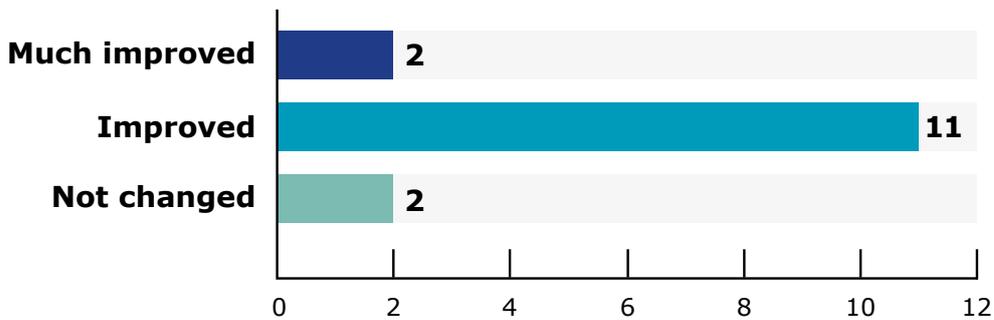
**Figure 22**  
**How satisfied are you with our response time?**



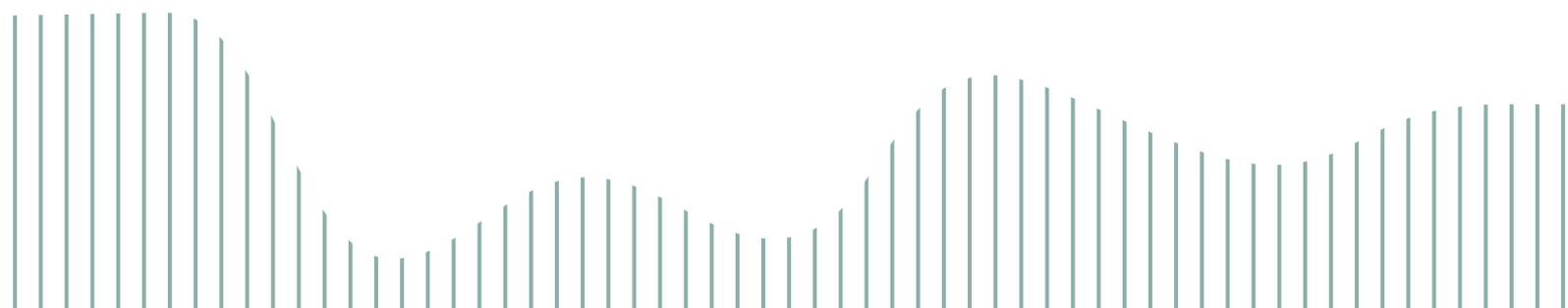
Source: EMA communication perception survey 2022 , multiple options possible, N=8.

When asked how they rated EMA’s communication to the media over the past few years, most journalists (13 of 15) agreed that it has improved or improved significantly.

**Figure 23**  
**How would you rate EMA’s communication to media over the last couple of years?**



Source: EMA communication perception survey 2022, N=15.



## 7. Coordination within the EU regulatory network

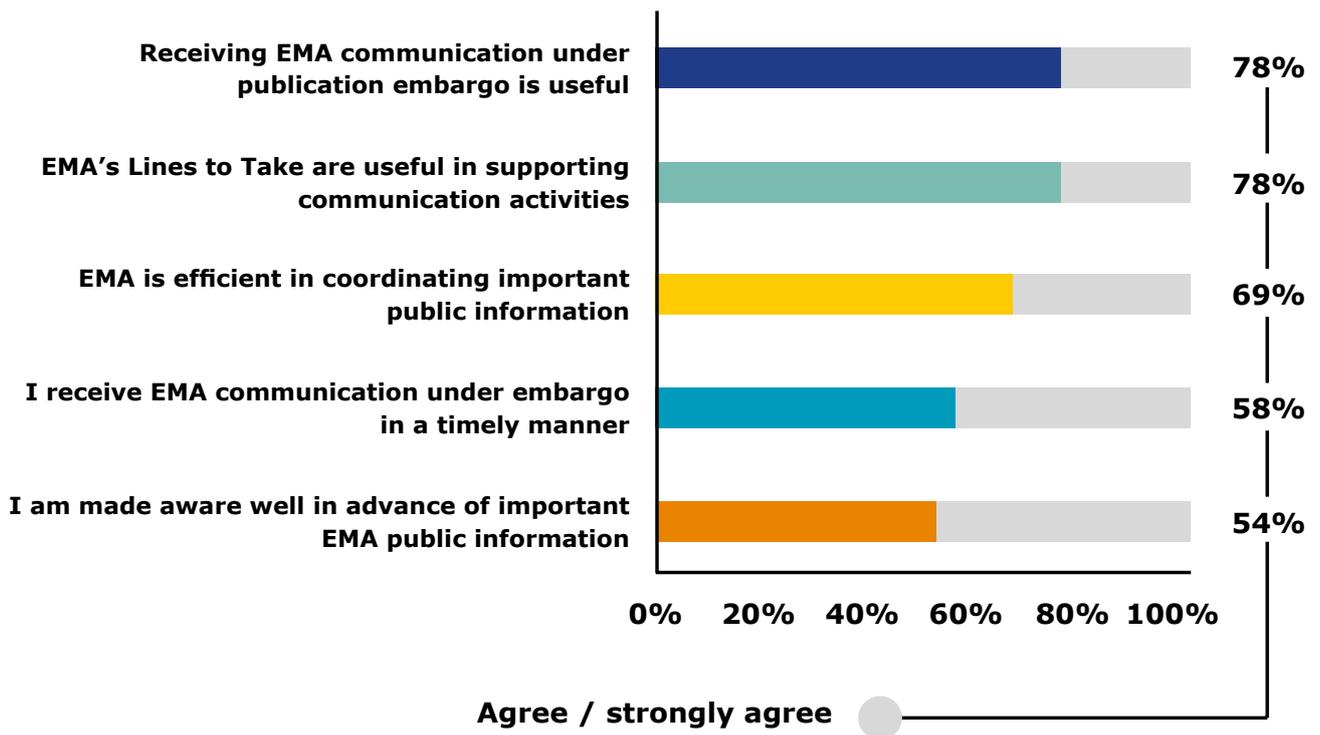
Survey participants were asked about their views on EMA’s coordination of information among the network of regulators. The majority of respondents agreed that receiving EMA communication under publication embargo is useful and highlighted the importance of its early notification system (ENS). The purpose of the ENS is to notify the EU regulatory network, national competent authorities, the European Commission and international partners of emerging safety

issues that may require regulatory action and communication. The survey included two specific questions on the ENS.

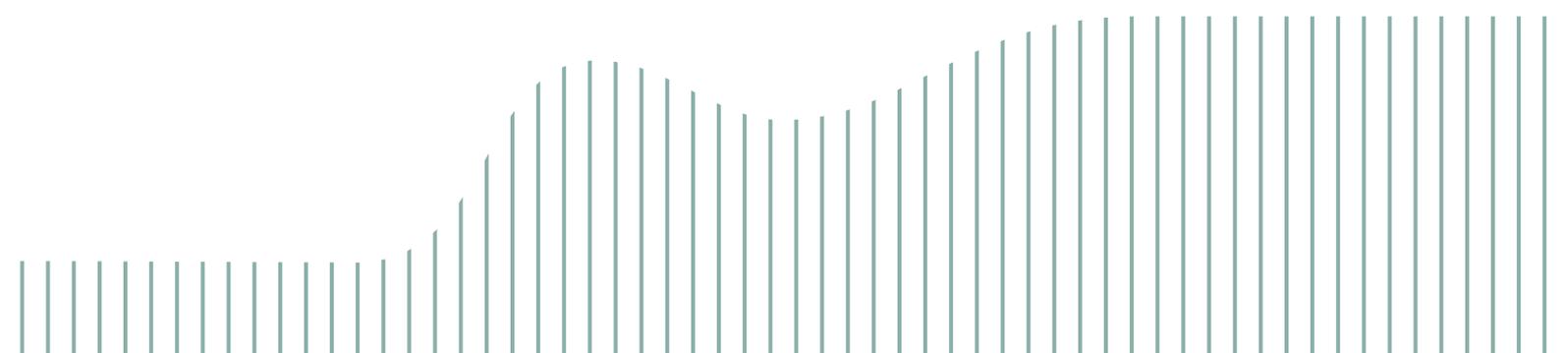
Respondents also consider the lines-to-take (LTT) developed and disseminated by the Agency as relevant and useful. However, the efficiency of information coordination, timeliness of communication and advance notice were rated considerably lower.

Figure 24

**Please rate the following aspects of EMA’s work in coordinating important safety information within the EU regulatory network.**

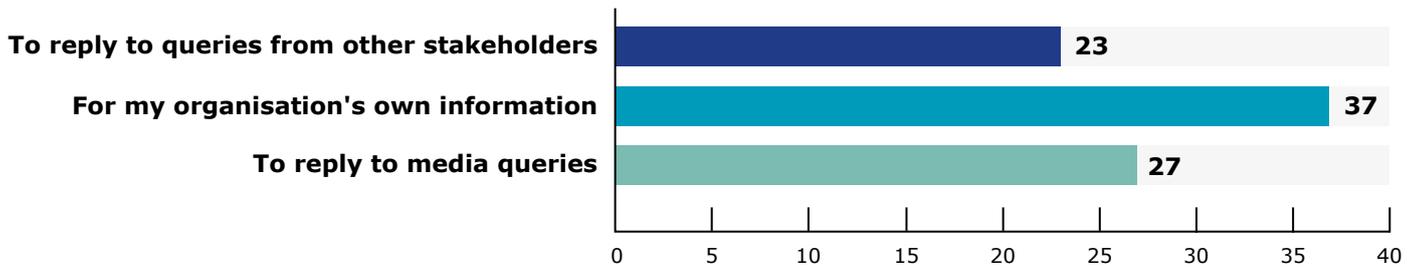


Source: EMA communication perception survey 2022, varying sample sizes (between N=51 and N=52).



Nearly all partners who completed the survey said that they use LTTs for their own organisation's work, clearly highlighting their usefulness.

**Figure 24**  
**For which purpose do you use LTT?**



Source: EMA communication perception survey 2022, multiple options possible, number of respondents: 41, number of responses: 87.

Positive ratings for the ENS and LTT demonstrated that these services are greatly appreciated and used by partners who receive them.

## AREAS FOR IMPROVEMENT

The survey results show an overall appreciation of EMA's communication efforts and materials. They demonstrate that the Agency continues to be perceived as open and transparent and its communication materials, including those on COVID-19, are regarded as useful and are often used and disseminated. Nevertheless, the results highlighted some areas in communication that could be improved. These include:

- Further tailoring EMA's communications to meet the needs of its partners within the EU regulatory network, such as EU institutions;
- Engaging researchers and academia stakeholders more actively to ensure that they understand and use EMA's materials in their work;
- Increasing awareness and use of communication tools and platforms used, such as EMA's YouTube channel and the AskEMA service;
- Ensuring materials, such as videos and infographics shared via EMA's social media channels, are available and easily accessible via its corporate website;
- Translating communication materials and making them publicly available in languages other than English;
- Continuing to improve the structure, design and functionalities of the EMA website to make it easier to navigate and use;
- Increasing the use of visual materials;
- Expediting publication of video recordings of workshops and public meetings to ensure that stakeholders and partners who were unable to attend could access them quickly and easily.

**The survey results and findings will inform EMA's ongoing communication goals and planning.**