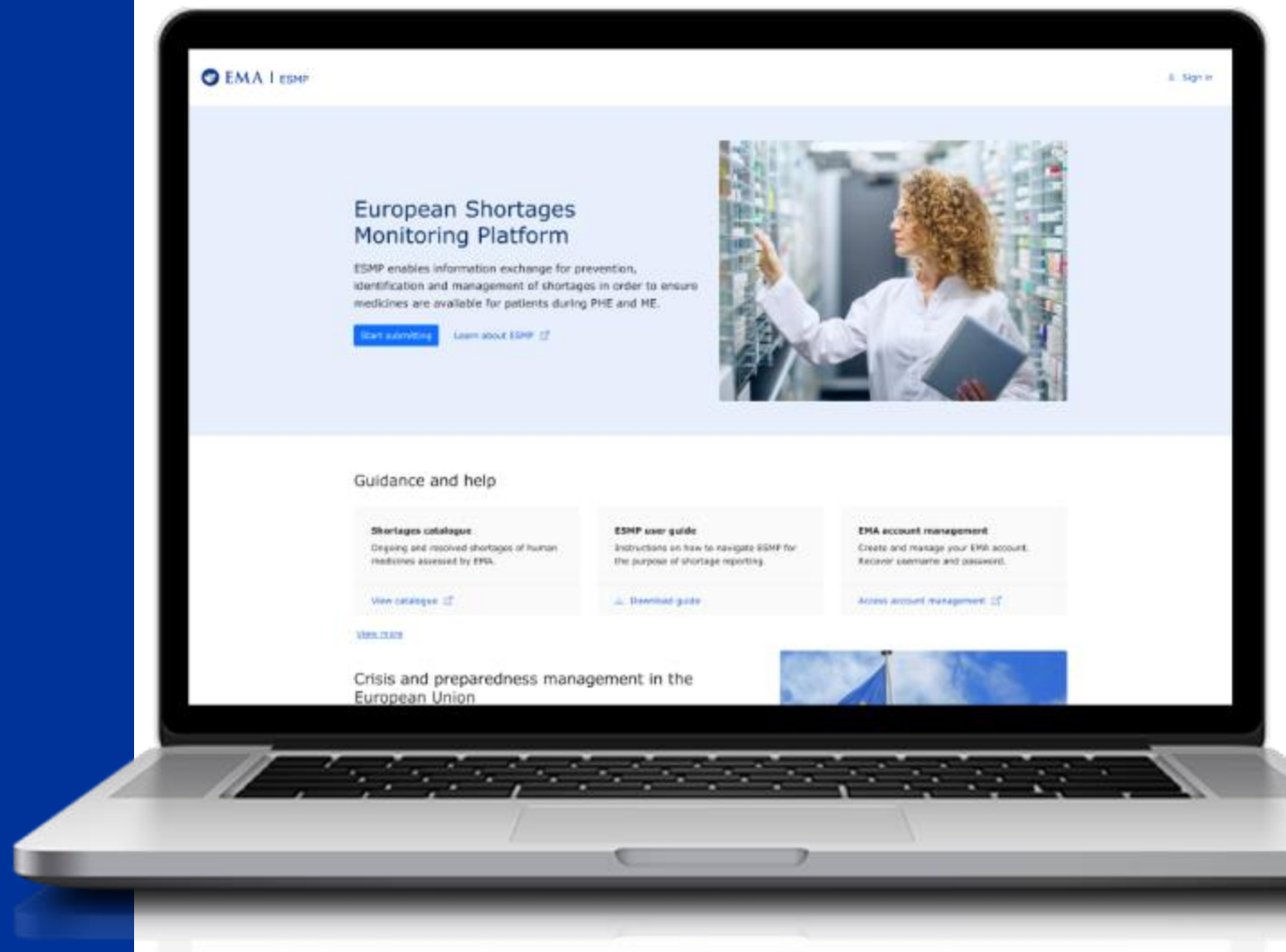





European Shortages Monitoring Platform (ESMP)

Stakeholder engagement plan

Published in December 2024



ESMP communication plan

2024				2025			
Stakeholder:		Q4		Q1		Q2	
		Nov	Dec	Jan	Feb	Mar	Apr
 Marketing authorisation holders	<ul style="list-style-type: none">● MAH training: routine shortage reporting● Publication of MAH user guide◆ Go-live email communications◆ ISG meeting	<ul style="list-style-type: none">● NCA & MAH UAT: crisis simulation◆ SME newsletter article	<ul style="list-style-type: none">● MAH training: Q&A clinics◆ PLM newsletter article◆ Change adoption survey	<ul style="list-style-type: none">● MAH training: crisis reporting◆ Go-live email communications◆ Change adoption survey	<ul style="list-style-type: none">◆ DIA Europe presentation◆ ISG meeting	<ul style="list-style-type: none">● MAH API workshop	
	Interoperability communications						
	NCA and MAH SME Forum						
 National competent authorities	<ul style="list-style-type: none">◆ Go-live email communications	<ul style="list-style-type: none">● NCA & MAH UAT: crisis simulation◆ Quarterly email to IT Directors	<ul style="list-style-type: none">● Publication of NCA user guide● NCA API workshop	<ul style="list-style-type: none">● NCA training: reporting and data analytics dashboards◆ Go-live email communications	<ul style="list-style-type: none">● NCA training: Q&A clinics◆ Go-live announcement to EMA Committees◆ Quarterly email to IT Directors◆ Change adoption survey		
	NCA, MSSG, and SME interoperability communications						
	MSSG and ESMP-MSSG meetings						
	SPOC WP meetings						
 General public	<ul style="list-style-type: none">◆ Go-live press release◆ Social media posts on EMA channels (LinkedIn, X)◆ Shortages media seminar		<ul style="list-style-type: none">◆ Go-live press release◆ Social media posts on EMA channels (LinkedIn, X)		<ul style="list-style-type: none">◆ Human Medicines Highlights newsletter article		
	ESMP webpage updates						

Legend: ● Training activities ◆ Communication and engagement activities 🔗 API release 🚩 Functionality release

Please note: the presented timings may be subject to change. Specific dates will be confirmed closer to each deadline.



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