



EUROPEAN MEDICINES AGENCY

Communication Perception Survey 2024



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EXECUTIVE SUMMARY

Between May and June 2024, the European Medicines Agency (EMA) conducted its fifth communication perception survey. The purpose was to assess how EMA's communication to the public is perceived and valued by its partners and stakeholders. The results and recommendations coming from this analysis will be used to establish baselines and targets to measure progress, analyse trends and improve communication and engagement activities, and outputs.

177 respondents from around the world completed the 2024 survey and shared their views on EMA's communication activities. They included patients, consumers, healthcare professionals, animal health professionals, academics, media, other regulators and representatives of the pharmaceutical industry based in the European Union (EU) and beyond.

The results show high satisfaction with EMA's communication overall. 93% of respondents consider the information provided by the Agency as indispensable or important to their organisation. Awareness and use of EMA's communication materials have remained high since the previous survey in 2022. A higher percentage of respondents use information from EMA for their own or for their organisation's needs in 2024. However, the percentage of respondents who said that they read, disseminated or reproduced them slightly decreased in 2024. EMA's materials are perceived as clear, transparent and useful. In particular, respondents value press releases and news items, EMA workshop and conference reports, medicine overviews, information on shortages and the increased use of visuals in EMA's communications. Awareness and use of EMA's social media channels increased in 2024 compared to 2022.

In 2024, more respondents agreed that EMA's materials provide them with balanced information about medicines. They also noted that key messages in EMA's communications are clear, well presented and easy to understand.

The majority of stakeholders and partners are familiar with the Agency's key working areas. However, their awareness regarding EMA's focus on 'One Health' as well as information management and digital business transformation varies.

EMA also continues to be seen as open and transparent. The majority of respondents (62%) perceive EMA as equally or more open than other agencies. EMA's engagement with stakeholders is also appreciated by all respondent groups.

The survey results also highlight some areas in EMA's communication that could be improved, such as the structure, navigation and search functionality of EMA's corporate website, findability of its materials and their availability in languages other than English.



BACKGROUND

Between May and June 2024, EMA conducted a survey on its communication activities. The purpose was to gather feedback on its external communications from a diverse range of stakeholders, including patients, consumers, healthcare professionals, academics, media, the pharmaceutical industry, and other regulators. The findings will help EMA enhance its engagement and communication activities and better meet the needs of its stakeholders and partners.

The perception survey focused on EMA's public communications and contained 87 questions (65 quantitative and 22 qualitative) on:

- openness and transparency;
- EMA's key focus areas and priorities;
- external communication materials and tools;
- EMA's corporate website;
- engagement with key stakeholders, including national competent authorities.

EMA has conducted five communication perception surveys since 2015. The Agency has leveraged the results to gain deeper insights into the impact of its external communications and engagement activities and to continuously enhance them.



METHODOLOGY

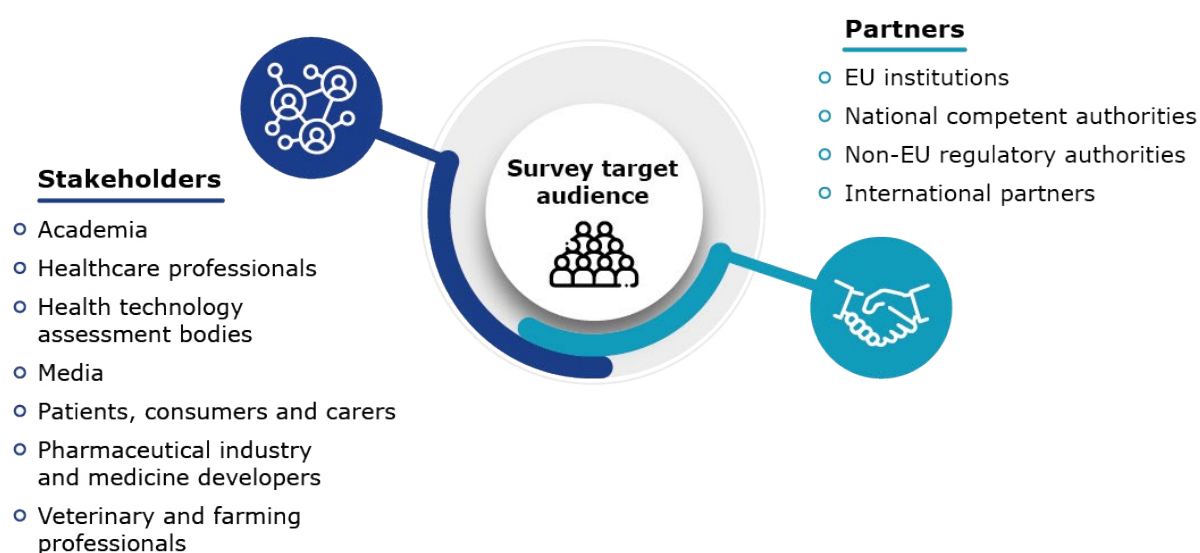
The survey was designed and conducted online by EMA between 21 May 2024 and 21 June 2024. It focused on information made publicly available mainly through EMA's website (i.e. press releases, news announcements, etc.). The perception survey did not cover professional communication between stakeholders and EMA in the context of an evaluation procedure or any other information exchange under working arrangements.

The target respondent groups included:

- Partners, including 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; and
- Stakeholders, including 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 and industry associations.

Figure 1

EMA communication perception survey 2024: Target audiences



The survey was sent to heads of organisations, contact points between the organisation and EMA and communication focal points at each stakeholder group/organisation. It was also publicly accessible via the Agency's corporate website and social media channels.

The survey results will be published on the EMA website. Key outcomes will be presented and discussed with stakeholders and partners to further shape and enrich the recommendations based on the analysis.

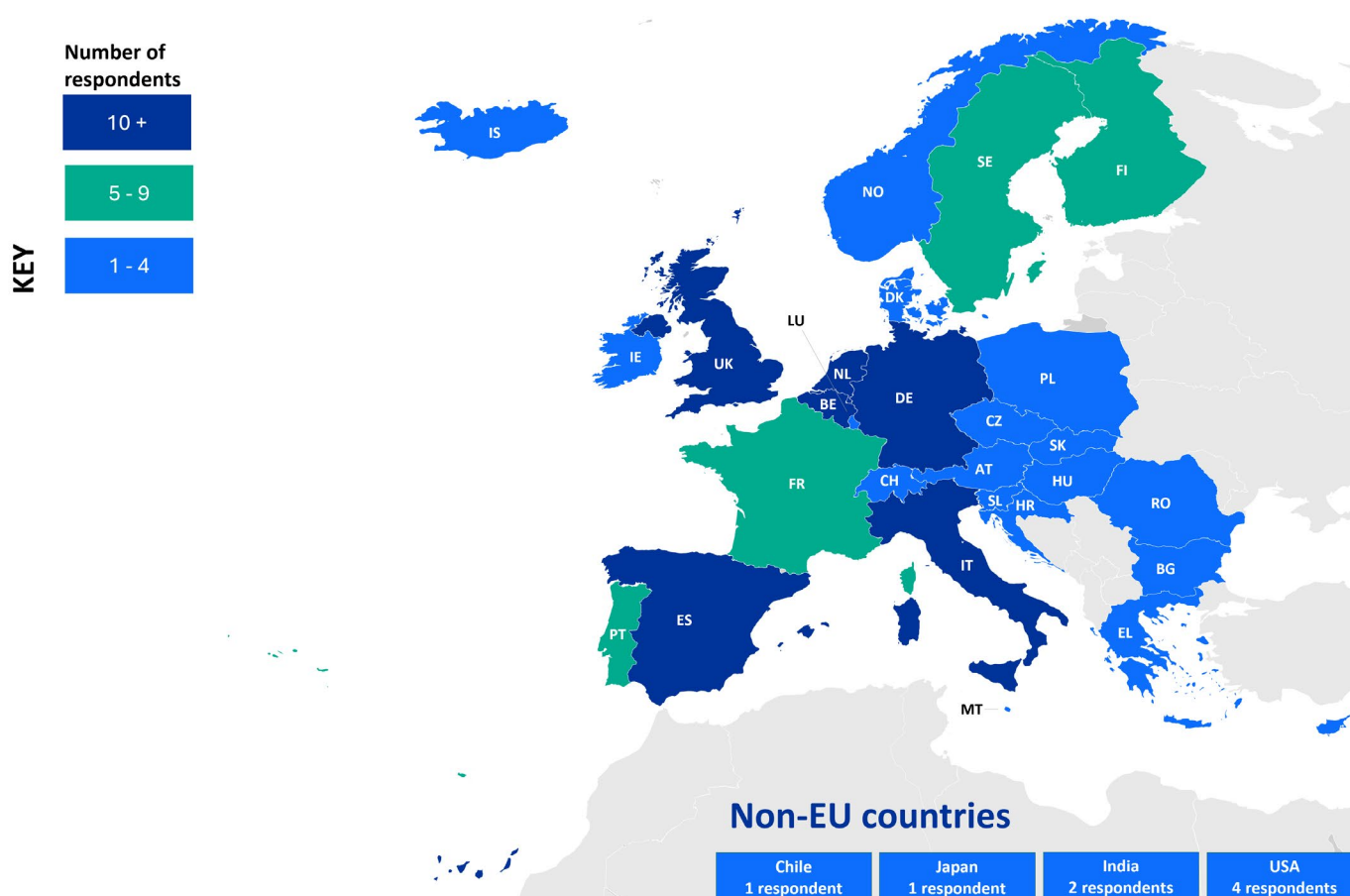
RESPONSE RATE

177 respondents from around the world completed the survey. The response rate decreased by 53% in 2024 compared to 2022 when 375 respondents provided their feedback on EMA's external communications. This could possibly be due to stakeholder fatigue resulting from frequent surveys and consultations.

Most responses (164) were provided by partners and stakeholders based in the European Union (EU). 17% of the respondents were from Germany, 9% were from Belgium, 9% were

from Italy and 8% were from Spain. There was at least one submission from each Member State except for Estonia, Latvia and Lithuania. Stakeholders and partners in countries outside the EU, such as Chile, India, Japan and the United States of America, also shared their feedback. Five responses could not be allocated to a country because respondents did not share their location. 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

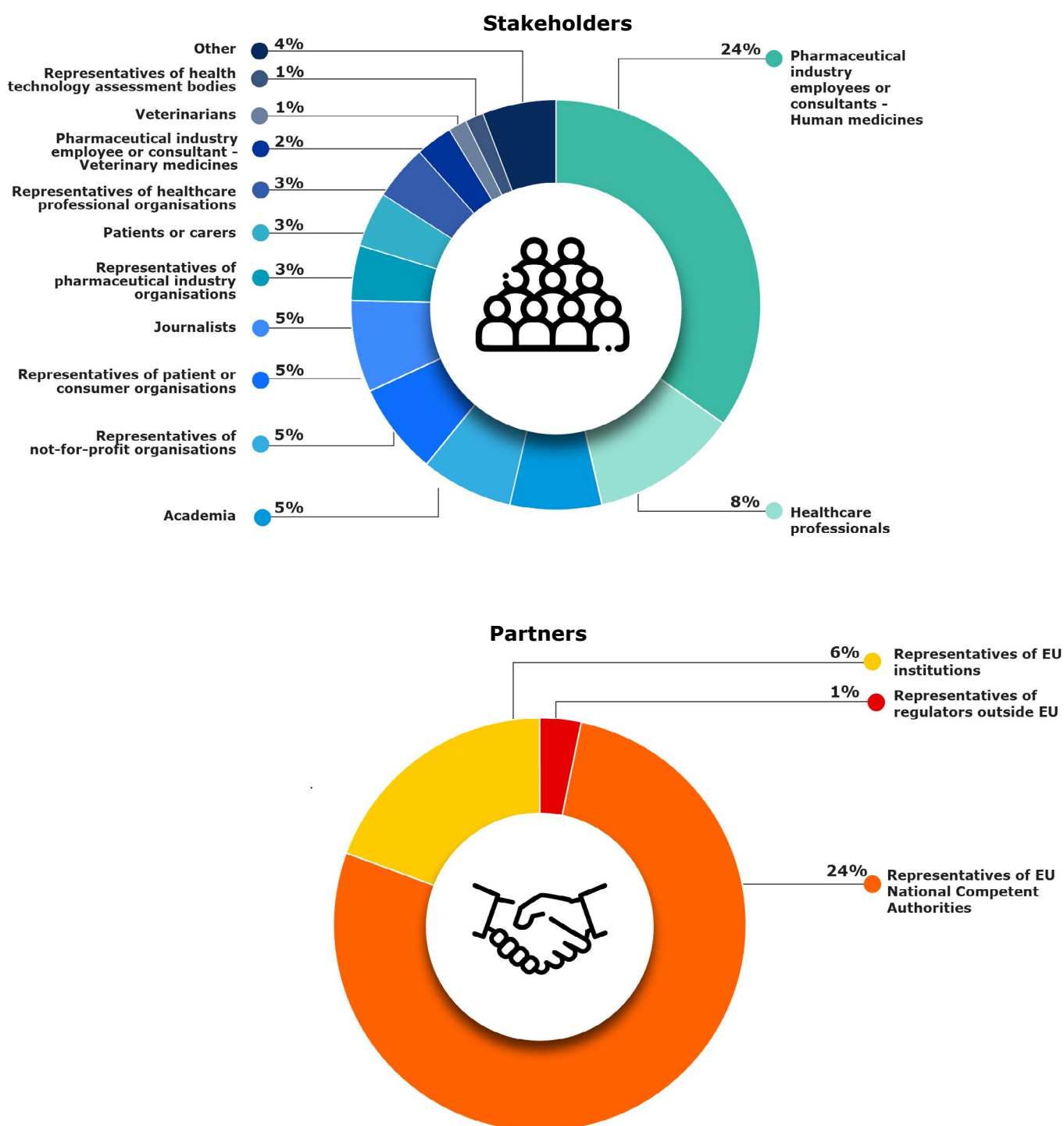


Source: EMA communication perception survey 2024.

Partners and stakeholders who responded to the survey were distributed across a range of stakeholder types, including academia, healthcare professional and patient organisations, pharmaceutical industry associations, media, national competent authorities, health technology assessment bodies, EU institutions and regulatory bodies outside the EU. Almost three-quarters of the

responses (69%) were provided by EMA's stakeholders. The remainder (31%) were submitted by EMA's partners. Members of the pharmaceutical industry (24%) and representatives from national competent authorities of the EU Member States (24%) made up the majority of respondents to the survey. Figure 3 presents an overview of all respondents and their profiles.

Figure 3
Respondent profiles



HIGHLIGHTS OF THE RESULTS

- The survey results demonstrate high awareness of EMA's key working areas, communication activities and channels. The majority of respondents (71%) are well-informed about EMA's work in different areas of EU medicines regulation.
- Overall, satisfaction with EMA's communication is high. 93% of respondents find the information provided indispensable or important to them or their organisation. Communications also scores highly when rated for usefulness, objectivity, clarity, ease of understanding and completeness. The survey participants highlighted some areas in communication that could be further optimised: findability of information on EMA's website and availability of translations.
- EMA's communication tools and channels are widely known and used by 73% of respondents. In particular, respondents value press releases and news items, EMA workshop and conference reports, medicine overviews and information on shortages. Survey respondents were less aware of other platforms and tools, such as the 'AskEMA' service for answering external queries and targeted information emails for specific stakeholder groups. Awareness and use of EMA's social media channels have increased over the past couple of years.
- Half of the respondents read EMA's communication materials regularly (i.e. daily or at least once a week). However, they share these materials less frequently than before. 24% of the survey participants also indicated that they never reproduce EMA materials.
- 50% of the respondents, including both EMA stakeholders and partners, are actively involved in the dissemination of the Agency's communications. They share these materials internally within their organisation (80%), or externally through social media (29%) or their organisation's website (29%).
- More than half of the respondents (59%) rated EMA's corporate website positively and shared feedback on its features. Some of them noted that the website is difficult to navigate and not user-friendly. They also shared suggestions for optimising findability of information.
- 62% of respondents agreed or strongly agreed that EMA is open and transparent in its activities. While 40% perceived EMA as more open than other regulatory authorities, 22% felt that the Agency's openness and transparency are comparable to others. However, about one-third of all respondents (30%) answered 'I don't know' to this question.
- More than half of the respondents (57%) agreed or strongly agreed that EMA engages sufficiently with stakeholders, while about a quarter of them (24%) noted that the Agency is more effective in its engagement than other regulatory authorities worldwide.
- 37% of the journalists who completed the survey said that EMA's communication to media has improved or much improved over the past couple of years. 80% of those who contacted EMA's press office were satisfied with the responses they received and the response time.
- EMA's work to coordinate information within the EU regulatory network via its early notification system (ENS) and distribution of lines-to-take (LTT) on key issues is valuable to its partners. There was agreement on the usefulness of these tools (89% ENS, 74% LTT) and on the efficiency (76%) and timeliness (79%) of the ENS.

COMPARISON OF RESULTS FROM 2022 AND 2024

To facilitate result comparison, most questions in the 2024 communication perception survey mirrored those from 2022. Key similarities and differences are summarised below:

Importance of EMA's communications



Overall satisfaction with EMA's communication remains high. In both 2022 and 2024, 93% of respondents considered the information provided by the Agency as indispensable or important to them or their organisation. When asked how they rated EMA's communication to the public, 70% of the respondents were positive in 2024 (compared to 76% in 2022).

EMA's openness and transparency



Stakeholders and partners still consider EMA as open and transparent despite a decrease in the number of respondents who agreed or strongly agreed with this statement (from 72% in 2022 to 62% in 2024).



In 2024, the share of respondents who found EMA more transparent than other regulatory authorities worldwide increased by 5%.

EMA's stakeholder engagement



In both 2022 and 2024, more than half of the respondents agreed that EMA engages sufficiently stakeholders in its activities (57% in 2024 compared to 56% in 2022).

Awareness, use and quality of EMA's communication tools



In both 2022 and 2024, respondents' awareness and use of EMA's communication materials was high. More respondents indicated that they used EMA's communication materials for their own or for their organisation's information needs (76% in 2024 compared to 71% in 2022).



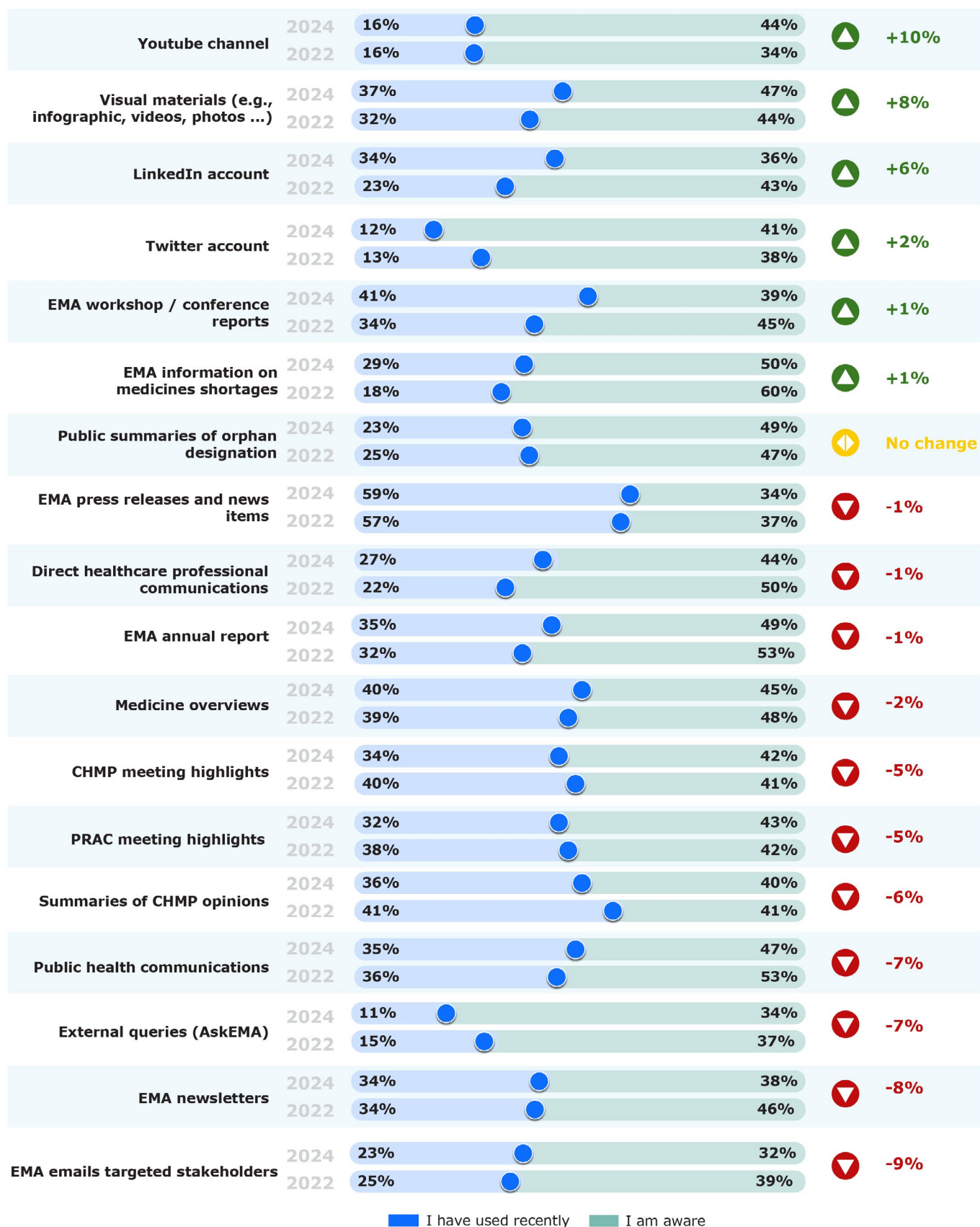
Similarly to 2022, EMA's press releases and news items garnered the most interest in 2024. Figure 4 presents key changes in respondents' awareness and use of various communication materials produced by EMA.



Awareness and use of EMA's social media channels (Twitter, YouTube and LinkedIn) increased in 2024 compared to 2022. Although EMA's YouTube channel was among the least known and used tools by survey participants in 2022, the share of respondents who indicated that they have used it recently increased by 10% in 2024. More respondents (43%) also agreed or strongly agreed that EMA's social media provide useful and user-friendly content (compared to 35% in 2022).

Figure 4

EMA's communication tools: usage and awareness in 2024 and 2022



Source: EMA communication perception survey 2024, n=177

COMPARISON OF RESULTS FROM 2022 AND 2024 (CONTINUED)

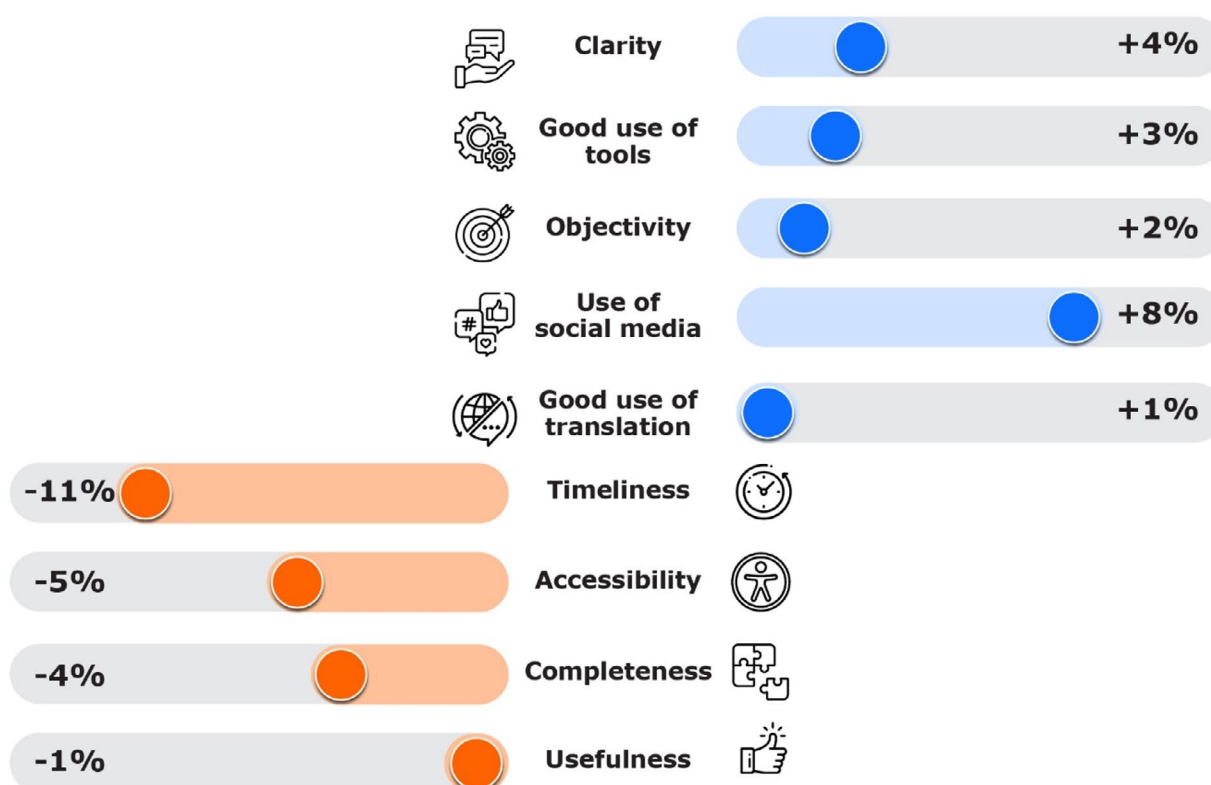


In both 2022 and 2024, over half of the respondents considered EMA's corporate website as very good or good. Some of the survey participants also provided feedback on its design and shared their suggestions for improvement of functionalities.



The survey results demonstrate some changes in respondents' perceptions of the quality including timeliness, accessibility and completeness of EMA's external communications over the past couple of years. In 2024, more respondents agreed that EMA's materials provide them with balanced information about medicines. They also noted that key messages in EMA's communications are clear, well presented and easy to understand. However, less respondents perceived them as timely. Key findings per topic are summarised in Figure 5.

Figure 5
Respondents' perceptions of the quality and different aspects of EMA's external communications in 2024 compared to 2022



Source: EMA communication perception survey 2024, n=162-165

FINDINGS

This section presents a comprehensive analysis of the survey results, highlighting key insights drawn from the data. The analysis aims to summarise respondents' views, identify common themes and uncover any notable observations across different respondent groups. The survey findings are structured into seven main areas. Key findings are presented in the following sub-sections:

- Importance of EMA information;
- EMA's communication tools;
- EMA's work;
- Quality of communication activities;
- Transparency;
- Stakeholder engagement;
- Media relations; and
- Coordination within the EU regulatory network.

1. Importance of EMA's communication

One of the main objectives of the survey was to determine whether the Agency's stakeholders and partners use and value EMA's communications. The survey results demonstrate that EMA's communication remains very important to its stakeholders and partners.

More than half of respondents (54%) consider it as indispensable for them and their organisation. 39% of them found it important. Only a minority (3%), including some representatives from academia, EU institutions and healthcare professionals, said that the information provided by EMA was not important or of limited importance to them.

Figure 6

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



Source: EMA communication perception survey 2024, n=177.

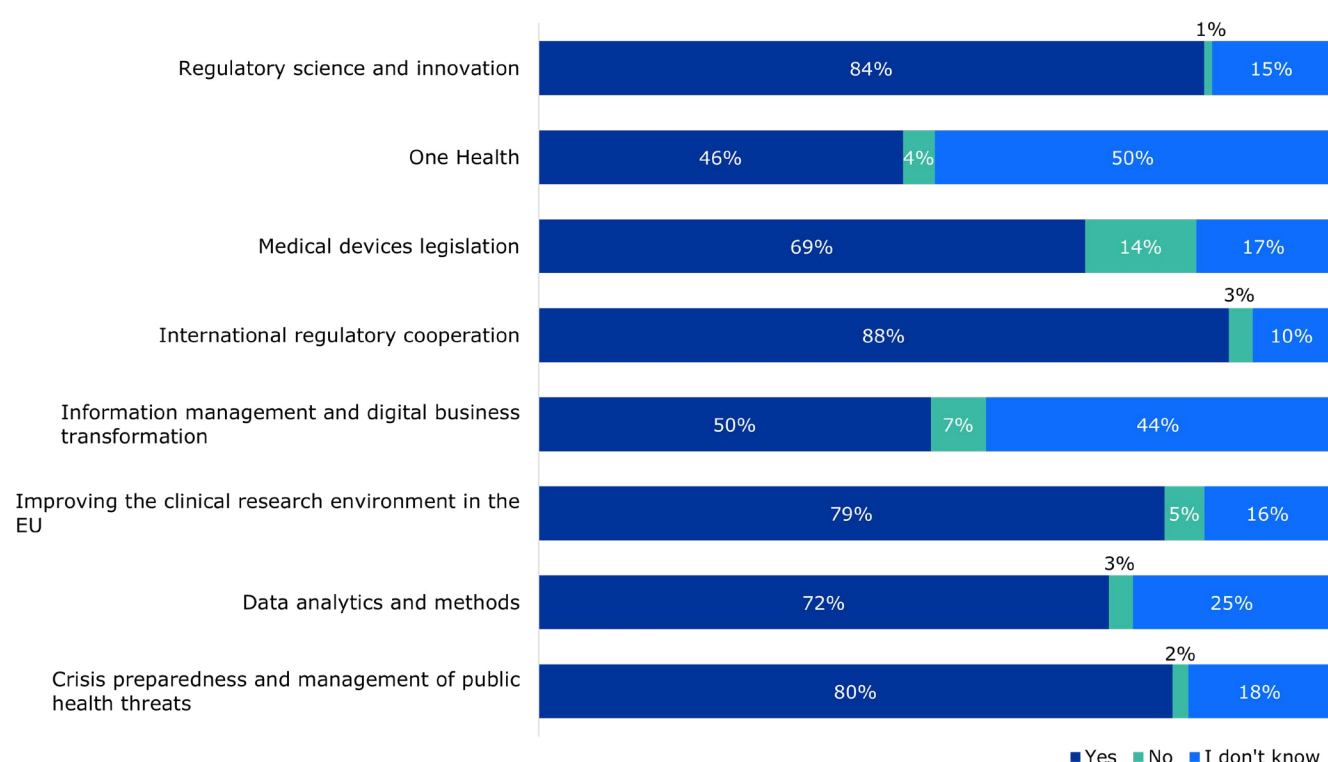
2. EMA's work

The survey also aimed to understand the extent to which EMA's stakeholders and partners are aware of the Agency's activities and to identify which topics are most relevant to them. This feedback will help EMA to ensure its communications are aligned with the needs and expectations of its key audiences.

The majority of stakeholders and partners are familiar with EMA's key working areas. However, their awareness regarding EMA's focus on 'One Health' as well as information management and digital business transformation varies.

Figure 7

Does the EMA work in the following areas in medicines regulation in the EU?



Source: EMA communication perception survey 2024, n=177.

When asked to rank the areas where EMA should focus its communication efforts, respondents identified information on the regulation for human medicines in the EU as the most important. This was followed by combating public health threats

such as antimicrobial resistance (AMR) and translating innovation into medicines.

3. EMA's communication tools and platforms

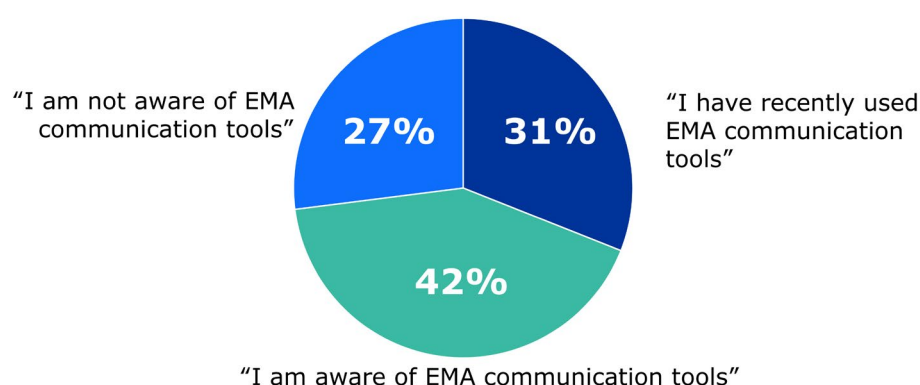
The survey also sought to assess respondents' awareness and use of various EMA communication tools and products.

The survey results show that awareness and use of EMA's communication products and platforms differ widely. 42% of respondents were aware of

key materials (such as news items, committee highlights, summaries for the public, reports, etc.), while 31% indicated that they have used them recently. However, about a quarter of all respondents (27%) reported that they were not aware of these communication tools.

Figure 8

Use and awareness of EMA communication tools



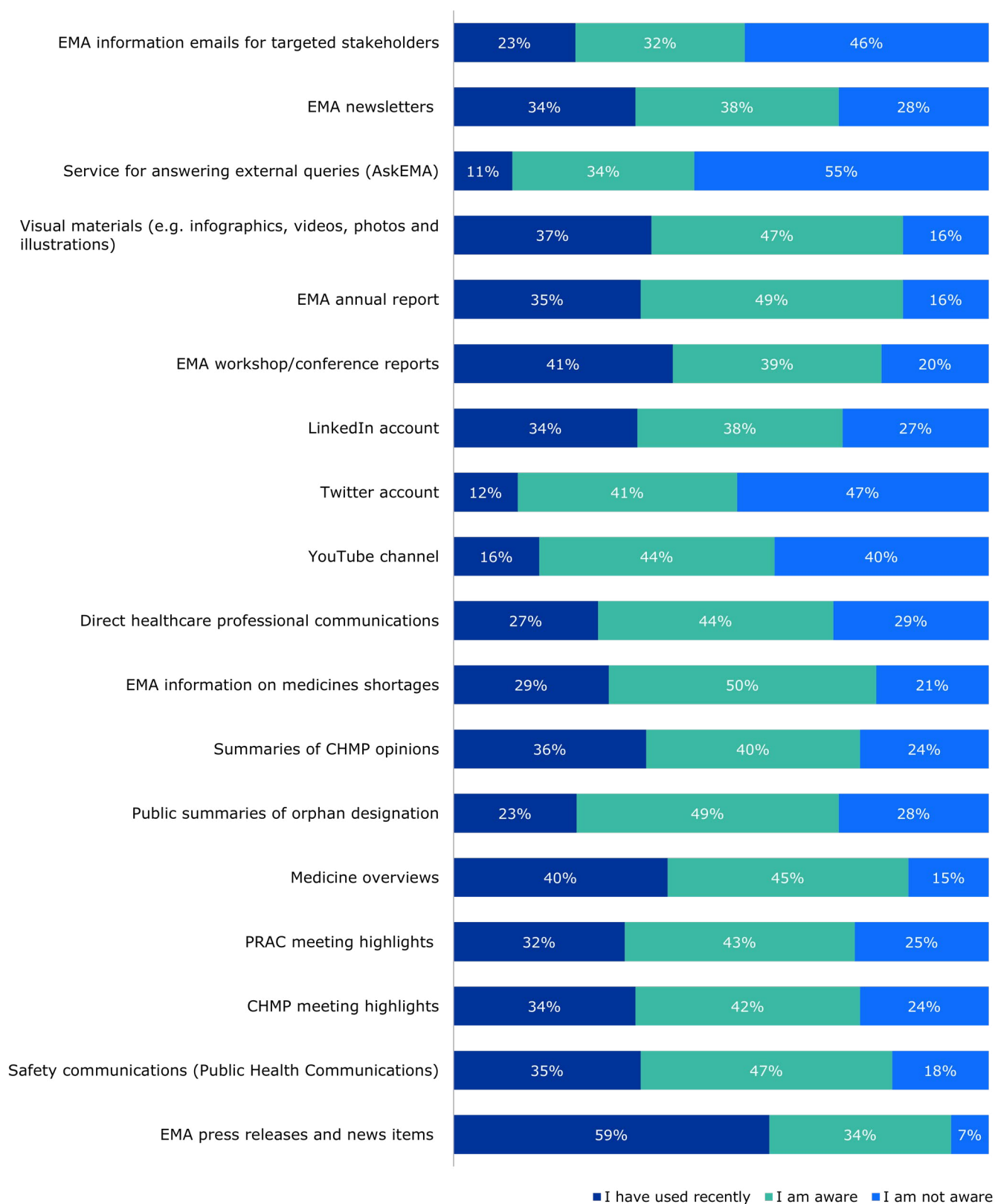
Source: EMA communication perception survey 2024, n=177.

EMA's press releases and news items are the most widely known and used tools by its stakeholders and partners. 59% of respondents indicated that they have used them recently and more than a third of them (34%) confirmed that they are aware of these materials. Other communication products, including workshop reports, medicine overviews and visual materials produced by EMA, also enjoy high levels of awareness and usage among respondents.

Awareness of committee highlights, public summaries and social media, has improved over the past few years. However, the 'AskEMA' service for external queries continues to be least known and used by survey participants, with only 11% of respondents reporting that they have used it recently. Figure 9 provides a detailed overview of respondents' usage and awareness of EMA's materials.

Figure 9

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

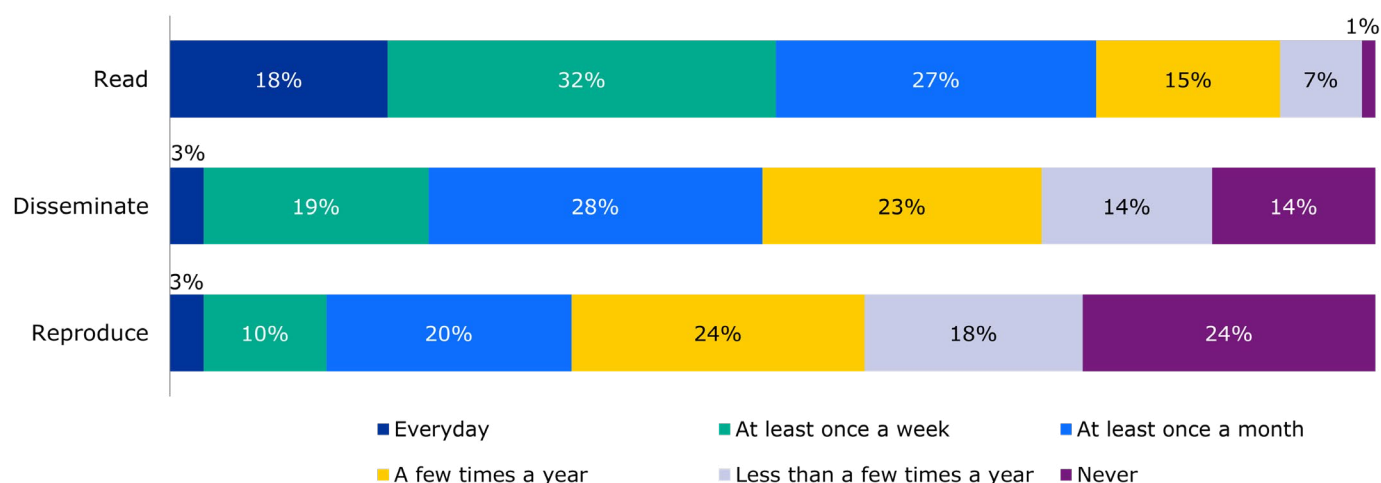


Source: EMA communication perception survey 2024, n=177.

The survey findings also show that EMA's communication materials are used frequently. Although 18% of respondents said that they read them daily, more than a third of them (32%) read information provided by EMA at least once a week. Respondents reproduce and disseminate these materials less often. 24% of them also said that they never reproduce EMA's materials.

Figure 10

How often do you use communication materials prepared by EMA?

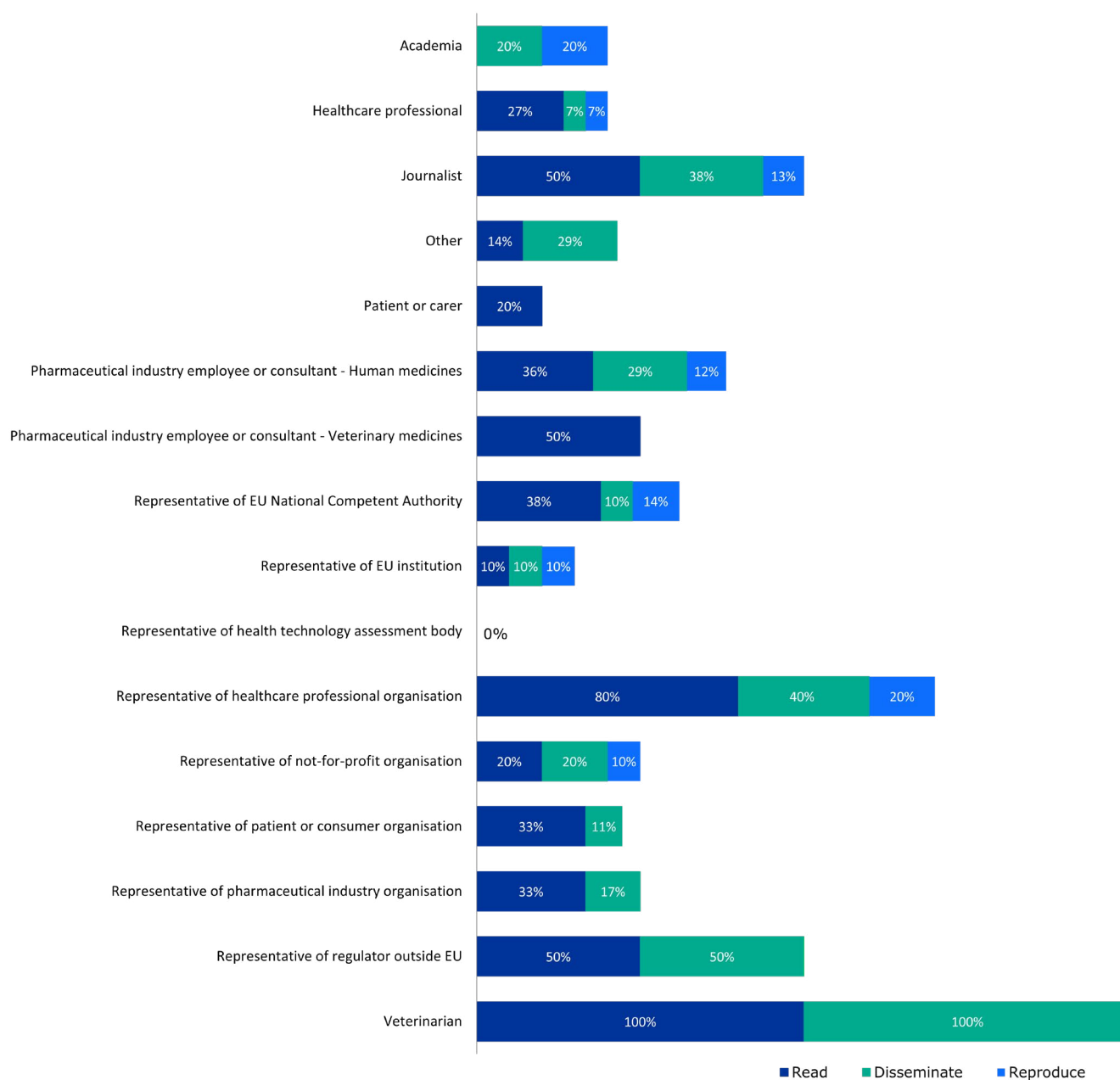


Source: EMA communication perception survey 2024, n=177.

EMA's communication products are used differently by its stakeholders and partner organisations. Journalists, representatives of healthcare professional organisations, regulators outside the EU and veterinarians read, disseminate and reproduce EMA's materials more frequently. Representatives of health technology assessment bodies, EU institutions and patients and carers do this less often.

Figure 11

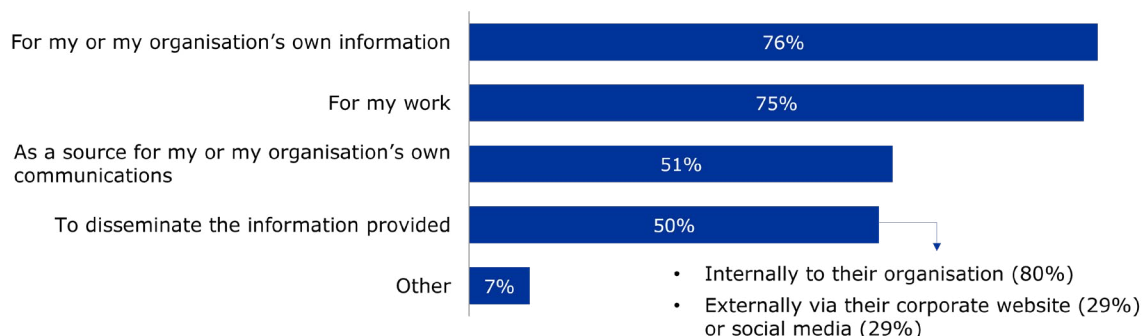
Stakeholders and partner organisations that read, disseminate and reproduce EMA's communication materials at least once a week



Source: EMA communication perception survey 2024, n=177.

Most stakeholders and partners (76%) use EMA's communication materials for their own or their organisation's information needs. A large majority (75%) use information provided by the Agency for their work. Over half of the respondents (51%) rely on these materials as a key information

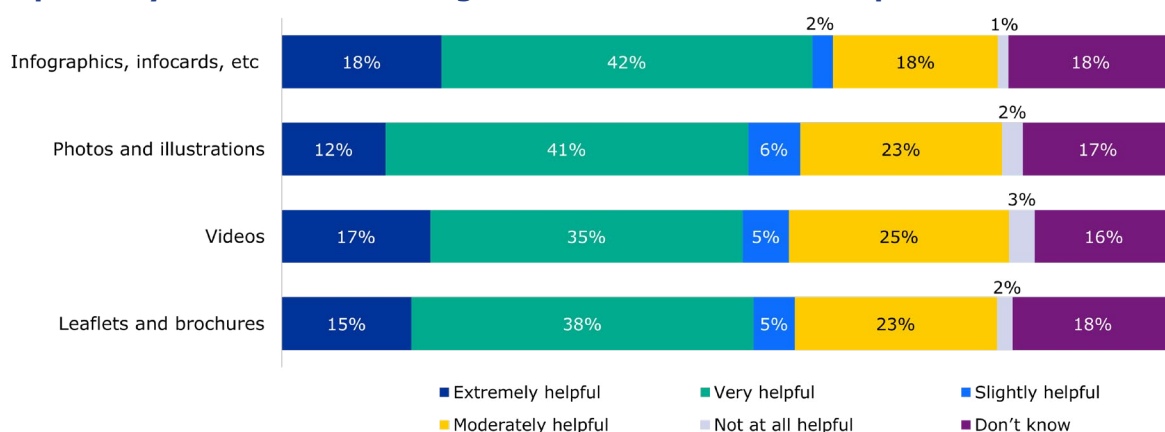
source for their own communication efforts and 50% disseminate them actively. Notably, 80% of the survey participants who share this information do so internally within their organisations, while 29% post it on their organisation's website or social media platforms.

Figure 12**For which purpose do you use communication material prepared by EMA?**

Source: EMA communication perception survey 2024, n=177.

7% of respondents also reported to use EMA communication materials for other purposes. For example, they use them to gain a better understanding of their own treatment, to stay informed on topics or legislation relating to their profession, or as training or teaching material for students.

EMA's visual communication products including infographics, illustrations, videos, brochures, etc. have also increased in importance over the past two years. Most respondents (54%) considered them as helpful. In particular, infographics and infocards are seen as the most useful tools as 60% of all respondents find them extremely or very helpful.

Figure 13**How helpful do you find the following visual materials that EMA produces?**

Source: EMA communication perception survey 2024, n= 172-174.

68 survey participants provided additional comments and recognised that the key messages included in videos, infographics and presentations that explain complex topics (such as Clinical Trials Information System (CTIS) and the medicine development

process) are clear, well presented and easy to understand. Some respondents also requested that more comprehensive training materials and e-Application forms should be developed to further support their own work.

"These slides help very much to understand what workstream is for what and what are the key messages. I regular (re) use them for informing my organisation on the current status of the various projects."

(Pharmaceutical industry employee or consultant on human medicines)

Additionally, 61 respondents suggested improvements of EMA's visual materials. They highlighted for example that visual content must be delivered in a timely manner to ensure that the information relevant to them is promptly

available. It was also suggested that decision trees and infographics should be used to illustrate complex processes, such as benefit-risk assessments and regulatory procedures.

"More translations in national languages is needed."

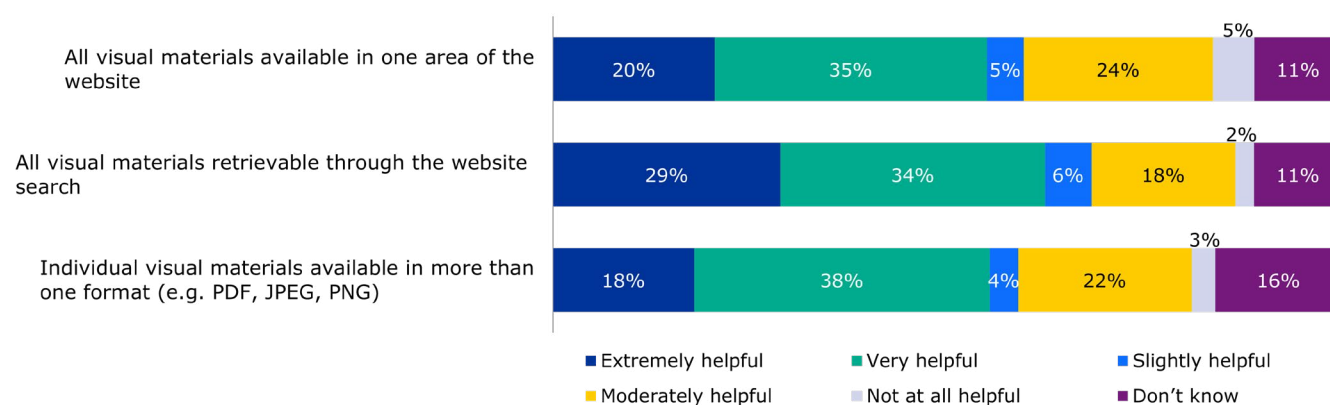
(Pharmaceutical industry employee or consultant on human medicines)

Findability of materials is also key for EMA's partners and stakeholders. Therefore, some respondents noted that EMA should prioritise this by producing more communication materials that

are available in languages other than English and by conveying messages that are also clear and understandable for non-expert users.

Figure 14

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



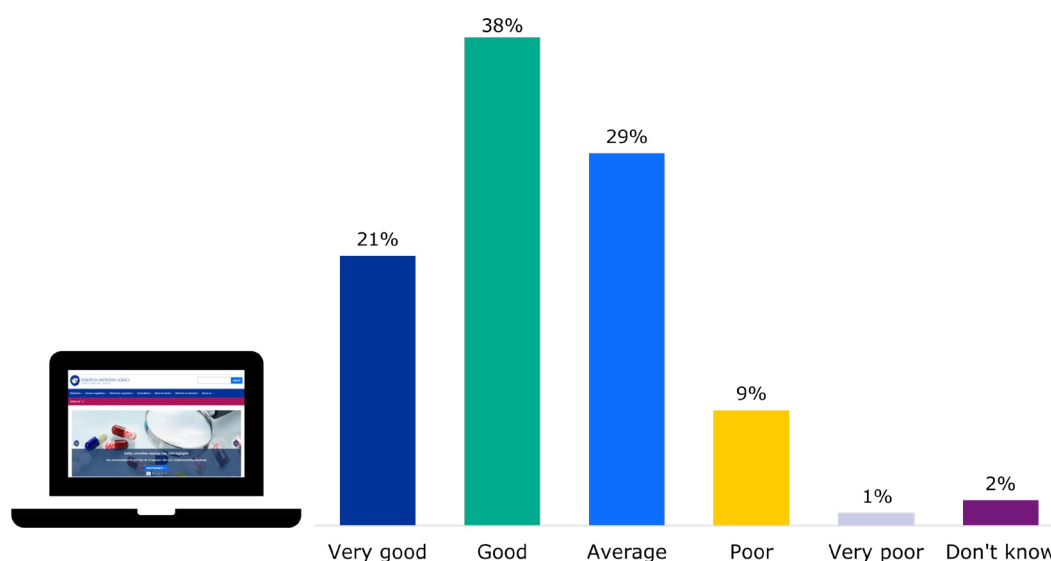
Source: EMA communication perception survey 2024, n=168-171.

The respondents shared positive feedback on other communication materials produced by EMA, such as the "From lab to patient" brochure and interactive [webpage](#), as well as presentations developed in the context of the Product Management Service (PMS), IRIS, the European Shortages Monitoring Platform (ESMP) and the Committee for Medicinal Products for Human Use (CHMP) and Pharmacovigilance Risk Assessment Committee (PRAC) meeting highlights.

Survey participants were also asked to share their views on EMA's newly revamped corporate

website, which was relaunched in 2023. As one of EMA's most important communication channels, the website serves as an important source for information and guidance on centrally authorised medicines and medicines regulation in the EU. Notably, 59% of respondents rated the website as very good or good. All representatives of health technology assessment bodies, veterinarians and healthcare organisations provided positive feedback about it. Most journalists (75%) and representatives of pharmaceutical industry associations (67%) also value the website and find it helpful.

Figure 15
How would you rate EMA's corporate website?



Source: EMA communication perception survey 2024, n=168-171.

100 respondents provided additional comments about the website and recognised that it is a valuable resource with comprehensive and accurate information about EMA, its procedures and medicines regulation in the EU. In particular, they noted that the "News and Events" section and the "What's New", "News", "Events" and "Committees" sub-sections contain useful data that allows them to stay informed about human

and veterinary medicines. The survey participants also stated that they use EMA's website to find guidelines, which are useful for their work.

However, some respondents noted that the website search function and navigation need to be improved to optimise findability of information and to facilitate easier access to all relevant information.

"It is difficult to search specific information on EMA homepage [...]. It would be helpful, if the information on EMA homepage would be searchable by keywords."

(Pharmaceutical industry employee or consultant on human medicines)

They shared some additional suggestions for improvement of EMA's corporate website, such as:

- enhancing document presentation and organisation, for instance by incorporating keywords as well as date and version labels to highlight updates;
- using a more intuitive and more user-friendly design;
- optimising web sections for better navigation; and
- adding features, such as more RSS feeds for updates, alerts for document changes and a visual site map to further enhance usability and accessibility.

"Every piece of information is available and the design is reduced to the essentials, but some pages are still very text-heavy and overloaded, sometimes with so much information that it is impossible to distinguish between important and unimportant information."

(Representative of EU National Competent Authority)

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

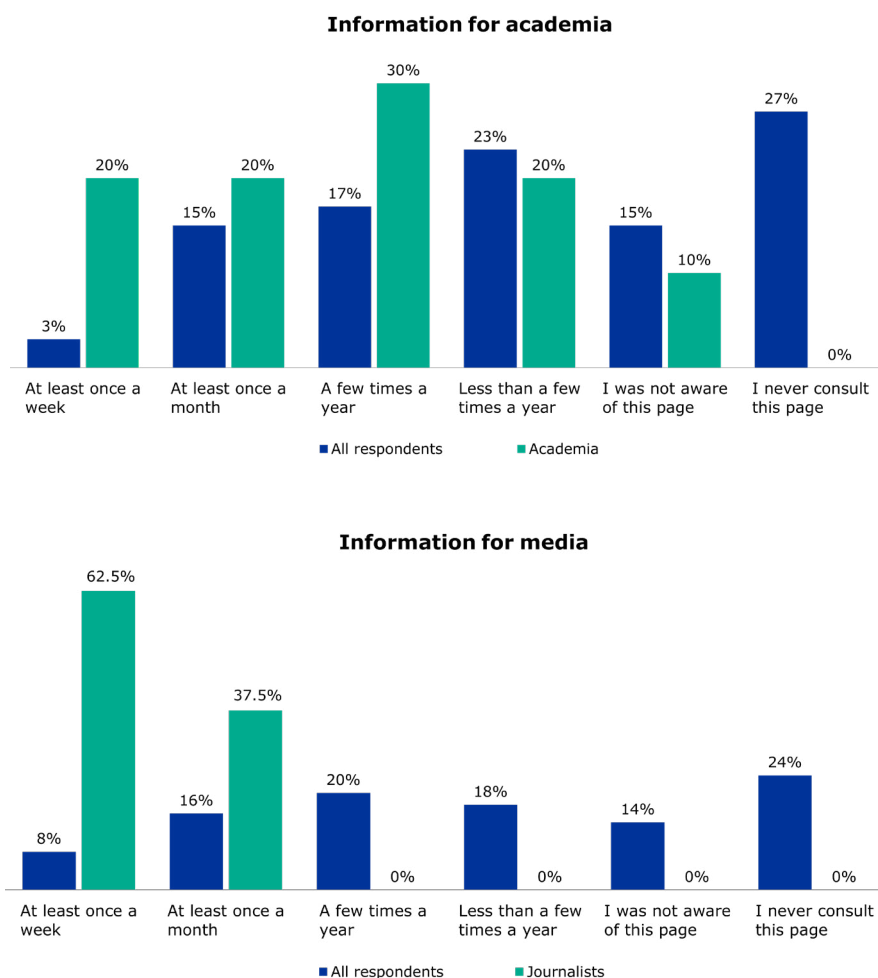
- [information for academia](#);
- [information for media](#);
- [information for pharmaceutical industry](#);
- [information for animal health professionals](#);
- [information for healthcare professionals](#); and
- [information for patients and carers](#).

Each group of respondents, including both stakeholders and partners, actively engages with the pages that are most relevant to them. Overall, the relevant audiences are familiar with these pages although there are some variations among different groups of stakeholders. Reflecting the importance of EMA for these stakeholders, most journalists, pharmaceutical industry representatives, animal health professionals and

healthcare professionals said that they consult the dedicated pages at least once a month or more often. This demonstrates that these web sections are most known, actively used and relevant. However, the majority of patients and carers and representatives from academia who completed the survey said that they engage less regularly with the pages dedicated to them (i.e. a few times per year).

Figure 16

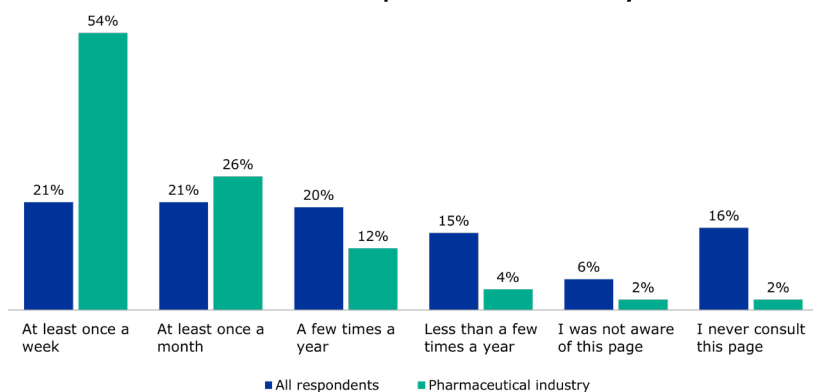
How often do you consult any of the following pages on EMA's corporate website?



40% of the representatives from academia reported that they consult the page dedicated to them at least once a month or more often (compared to 18% of all respondents). A third of the researchers and members of academia who completed the survey noted that they access this page a few times a year.

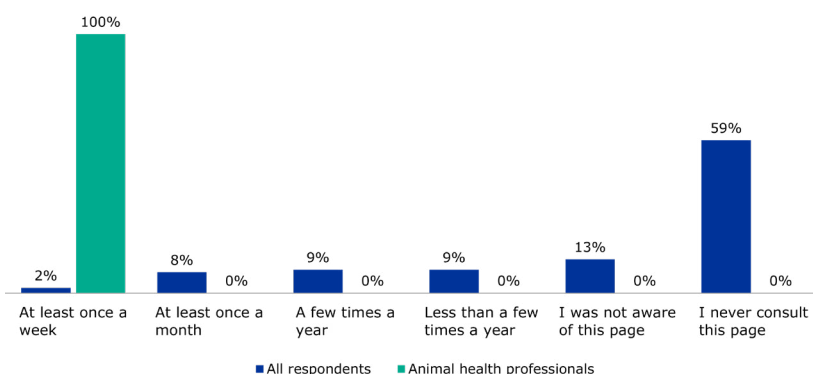
Journalists indicated that they frequently visit the webpage with information for the media: all of them access this content at least once a month or more often. This demonstrates that this information is both well used and relevant.

Information for pharmaceutical industry



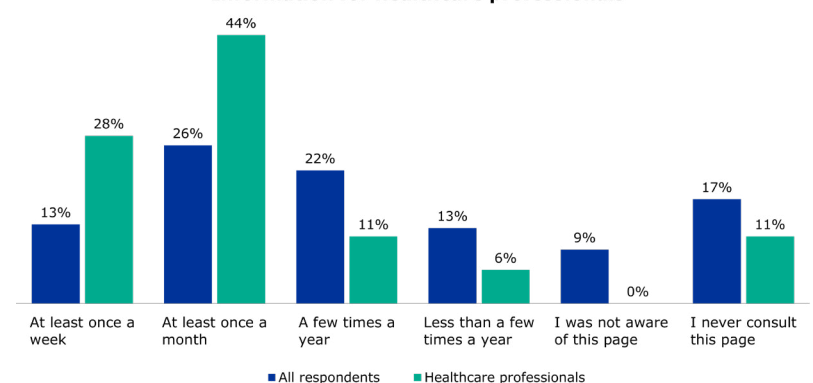
Most respondents from the pharmaceutical industry (80%) noted that they open the webpage with information relevant to them at least once a month or more often. Only a small minority were not aware of this page or never consulted it, indicating that it is widely known and used.

Information for animal health professionals



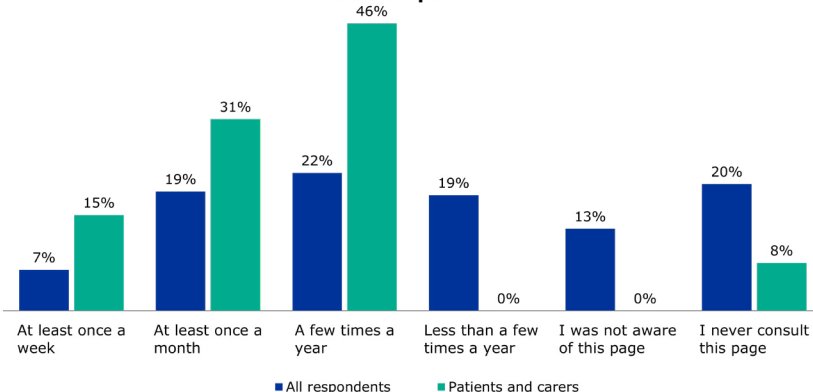
All animal health professionals said that they engage with the information page at least once a week. They represent one of the stakeholder groups that engage more with the page tailored to their needs.

Information for healthcare professionals



The survey results demonstrate that the majority of healthcare professionals (72%) visit the corporate website on a regular basis and access relevant information at least once a month or more often. However, 11% of them report that they never consulted this page.

Information for patients and carers



46% of patients and carers engaged with the dedicated pages at least once a month or more often (compared to 26% of all respondents).

Source: EMA communication perception survey 2024, n=163-168.

When asked for suggestions for improvement, respondents highlighted the need to enhance the overall user experience and to make these pages easier to find.

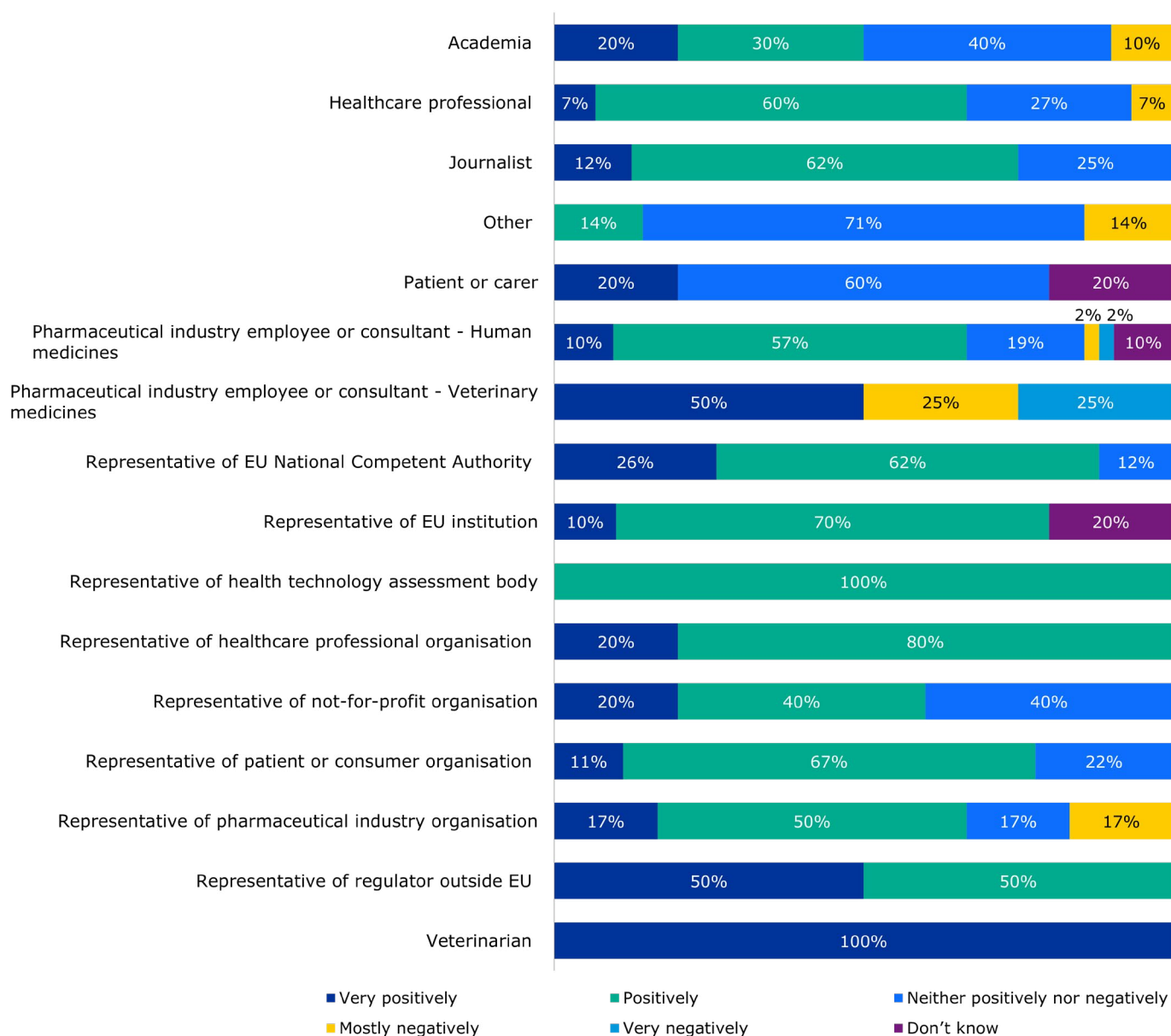
4. Communication quality

The survey sought to understand how EMA's stakeholders and partners perceive the quality and other aspects of its external communications. The feedback reflects a high overall positive rating, with 70% of all rating EMA's communication positively or very positively. All representatives of health technology assessment bodies, representatives of healthcare

professional organisations, veterinarians and representatives of regulators outside the EU expressed this opinion. The majority of partners, such as representatives of EU national competent authorities (88%) and representatives of EU institutions (80%), also shared positive feedback on EMA's external communications.

Figure 17

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

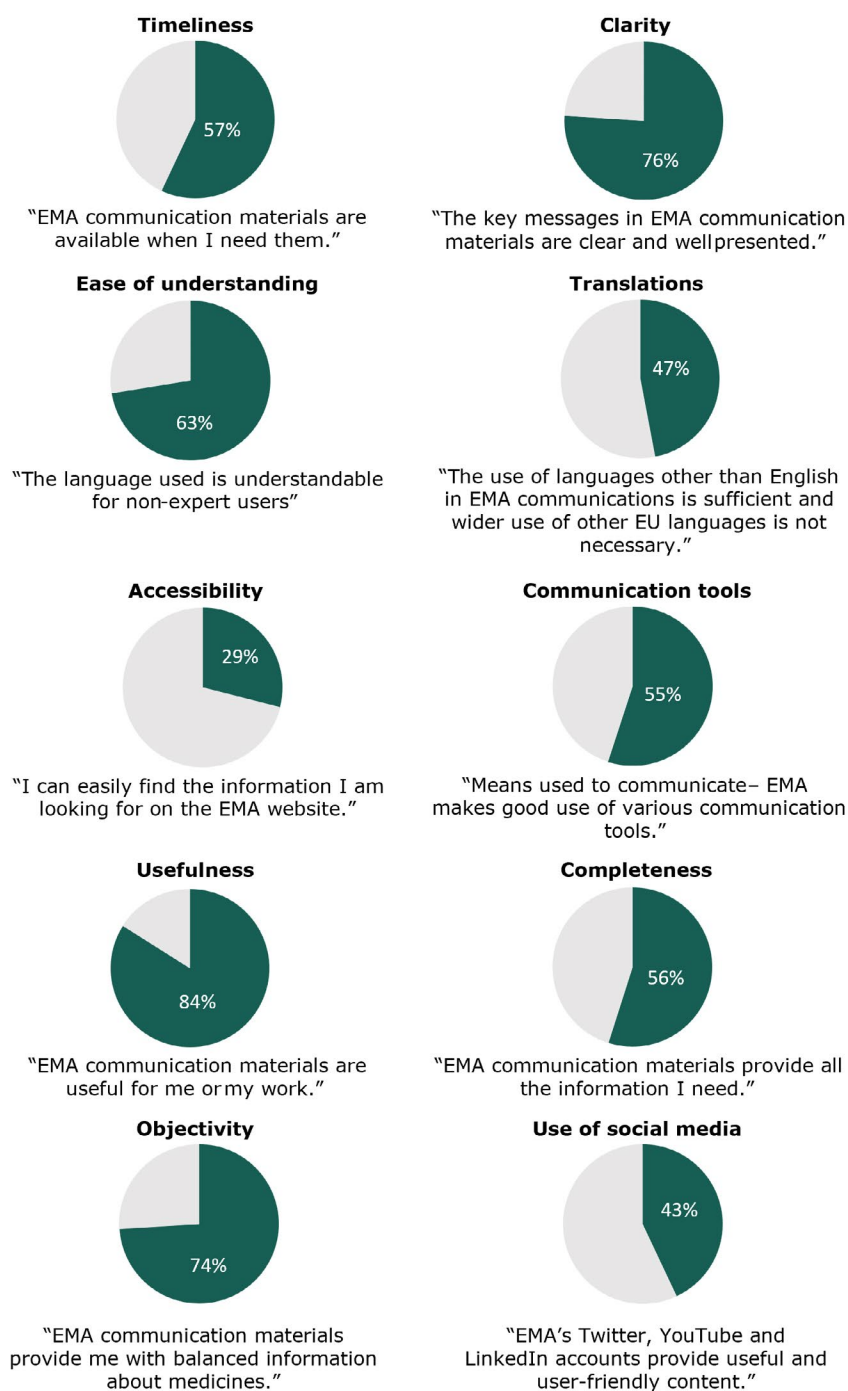


Source: EMA communication perception survey, 2024, n=177.

Rating of quality has increased for all aspects of EMA's communications except timeliness, completeness and accessibility of its materials. Usefulness, clarity and objectivity scored highest with stakeholders and partners, while findability of information on EMA's website scored lowest.

Figure 18

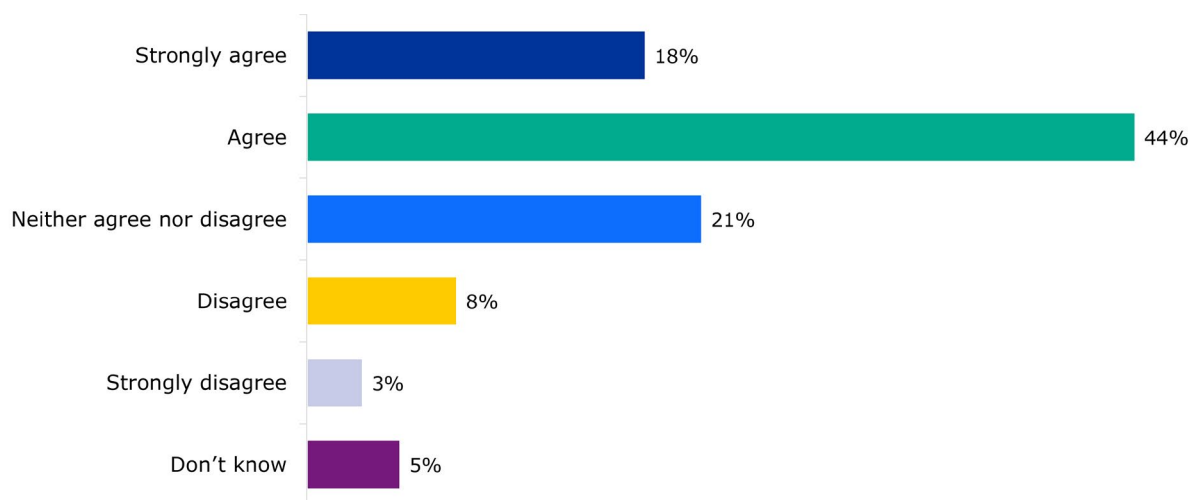
**Please rate the following aspects of EMA's external communication
(strongly agree – agree)**



5. Transparency

Participants were also asked to evaluate EMA's openness and transparency, particularly compared to other regulatory agencies across the world. The majority of respondents (62%) agreed or strongly agreed that EMA is sufficiently open and transparent in its activities.

Figure 19
EMA is sufficiently open and transparent in its activities



Source: EMA communication perception survey 2024, n=177

51 respondents also provided additional feedback and comments, including examples and clarifications. Some stakeholders appreciated that EMA publishes various documents, such as reports, stakeholder meeting minutes and workshop materials, which demonstrate transparency. However, other survey participants

highlighted concerns about the timeliness (i.e. the availability of information when they need it) and level of detail provided by EMA. Some respondents also commented on the lack of findability of materials and the challenge to understand EMA's role and interaction with other EU agencies.

"The transparency of its processes has been at the centre of its interactions with stakeholders, at least since 2004 [...] and the Agency has always been open to suggestions on how to improve transparency."

(Representative of a patient or consumer organisation)

Some survey participants provided concrete suggestions how to further enhance EMA's transparency. These include:

- hosting more annual information days;
- improving the website's usability; and
- increasing public engagement through the use of more communication channels.

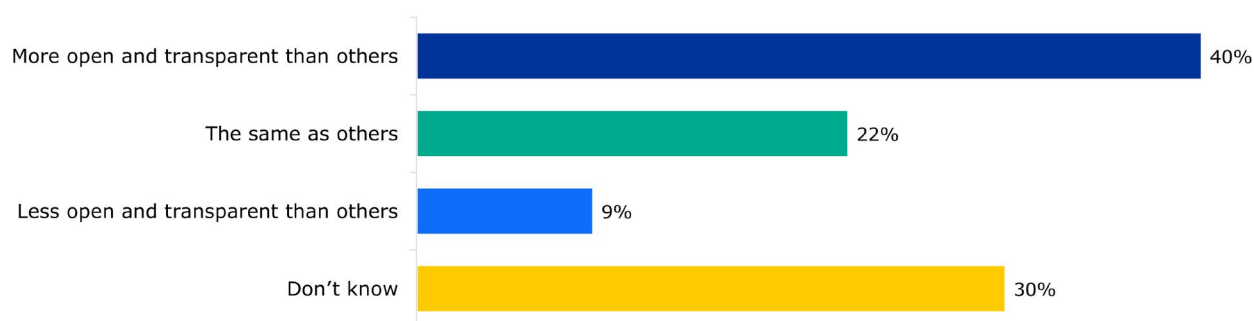
"Sometimes the reports from meetings with stakeholders are published late."

(Representative of a pharmaceutical industry organisation)

The survey also asked respondents to compare the Agency with other regulatory authorities: while 40% felt EMA was more transparent than other authorities and only 9% thought EMA was less transparent, a high percentage (30%) answered 'I don't know' to this question.

Figure 20

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



Source: EMA communication perception survey 2024, n=175.

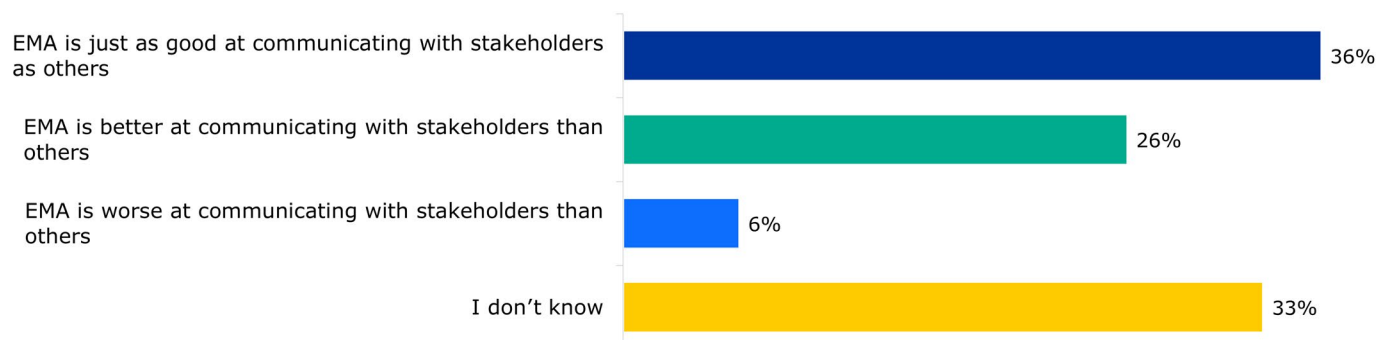
Compared to other international institutions and regulatory bodies worldwide, most respondents (62%) felt that EMA is as good or better at communicating with stakeholders.

"Compared to non-EU regulatory authorities (except the other 'big' ones) the EMA feels more open and transparent."

(Pharmaceutical industry employee or consultant on human medicines)

Figure 21

How do you rate EMA's communication with stakeholders compared to other international institutions and/or regulatory authorities worldwide?



Source: EMA communication perception survey 2024, n=174.

Some respondents acknowledged how EMA proactively seeks to improve its communications and makes information readily available. They also appreciated the quality and reliability of information on EMA's website. A number of survey participants shared positive feedback on publications and documents, such as the product information and public assessment reports

published by EMA. However, some stakeholders commented that information can be hard to find, especially for non-experts. They shared some suggestions to make EMA more transparent and approachable.

6. Stakeholder engagement

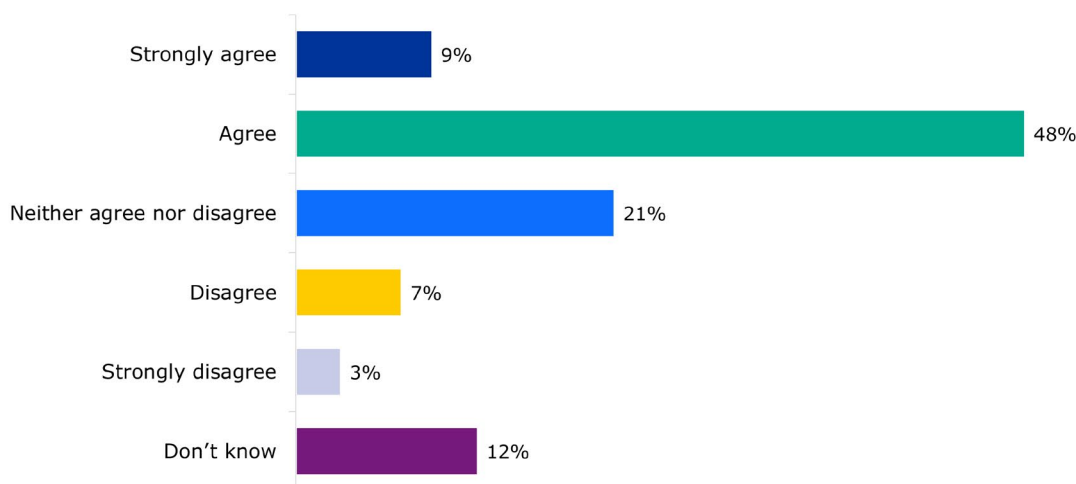
Engaging with key stakeholders and partners is crucial for EMA and its work. More than half of all respondents (57%) strongly agreed or agreed that EMA is sufficiently engaging stakeholders in its activities. However, 10% of respondents disagreed with this statement, 21% expressed neutral opinions, and 12% selected 'I don't know' when asked about EMA's stakeholder engagement activities.

EMA is sufficiently **engaging with stakeholders** in its activities



Figure 22

Please rate the following statement: EMA is sufficiently engaging stakeholders (e.g. patients, healthcare professionals, academia, industry, media) in its activities



Source: EMA communication perception survey 2024, n=174.

40 respondents provided additional comments and feedback on EMA's stakeholder engagement activities. Some of them acknowledged the efforts made by EMA to organise workshops and public consultations, particularly in areas such as orphan designation and scientific advice. However, some respondents commented that patients,

researchers, ethics committees, and even industry are not adequately engaged. They raised concerns about the lack of transparency regarding the use of public consultations, a perceived unequal treatment of stakeholder groups and limited opportunities for direct dialogue.

"Level of engagement of stakeholders is not straightforward. Conflict of interests, frailty issues and reduced access to information (e.g. because of confidentiality issues) sometimes make it difficult to have a broad and reliable perception of the level of awareness of the involved stakeholders."

(Representative of an EU national competent authority)

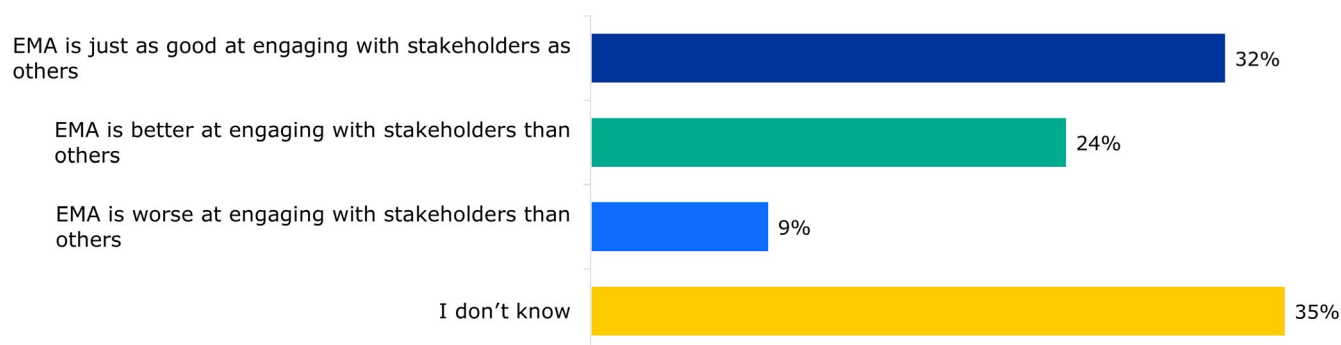
“We really appreciate that the patients’ voice is taken into account in all EMA activities. Patients’ voice needs to be prioritised!”

(Representative of patient or consumer organisation)

Over half of respondents (56%) believe that EMA is as good or better at engaging with stakeholders than other regulatory authorities or international institutions worldwide. However, more than a third of the survey participants (35%) did not know how EMA compared to other agencies.

Figure 23

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



Source: EMA communication perception survey 2024, n=173.

When asked about engagement practices used by other regulatory authorities, 28 respondents shared concrete examples and good practices, such as:

- The United States Food and Drug Administration (FDA) and The Organisation for Professionals in Regulatory Affairs (TOPRA) initiatives that provide platforms for stakeholders to present and discuss proposals, especially in uncertain situations;
- The Federal Institute for Drugs and Medical Devices (BfARM) collaborative meetings with various stakeholders to address issues related to CTIS; and
- The Health Product Regulatory Authority’s (HPRA) website, which features user-friendly elements, including videos and graphics, to effectively engage the public.

7. Media relations

Media are essential for engaging with the general public, serving as one of the most trusted sources of reliable information. EMA seeks to build and maintain strong relationships with journalists across more traditional media including television, radio and print. To gain insights into their perceptions, the Agency invited journalists from both mainstream and specialised media focused on health, regulation, and European affairs to participate in the survey and provide feedback on their experience with EMA communications.

Satisfied about the **response received** and the **response time**

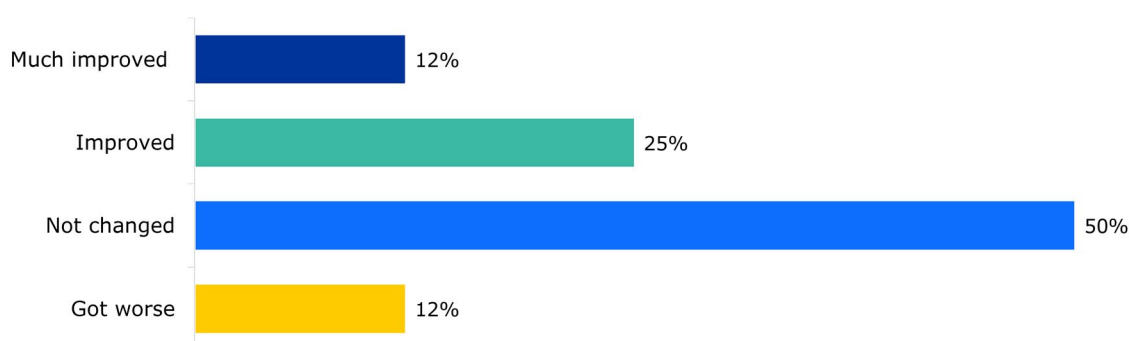


Most respondents (80%) who have contacted EMA's press office to request information over the past few years reported that they were satisfied with the services provided.

37% of journalists noted that EMA's communication to the media has improved or much improved over the past couple of years. 50% of the respondents noted that it has not changed.

Figure 24

How would you rate EMA's communication to media over the last couple of years?



Source: EMA communication perception survey 2024, n=8.

When asked how EMA could improve its interaction with media and its external communications, the respondents' views varied. While one journalist shared positive comments about EMA's way of working, another suggested that EMA could disseminate "press release like the WHO about the week ahead" to facilitate better planning.

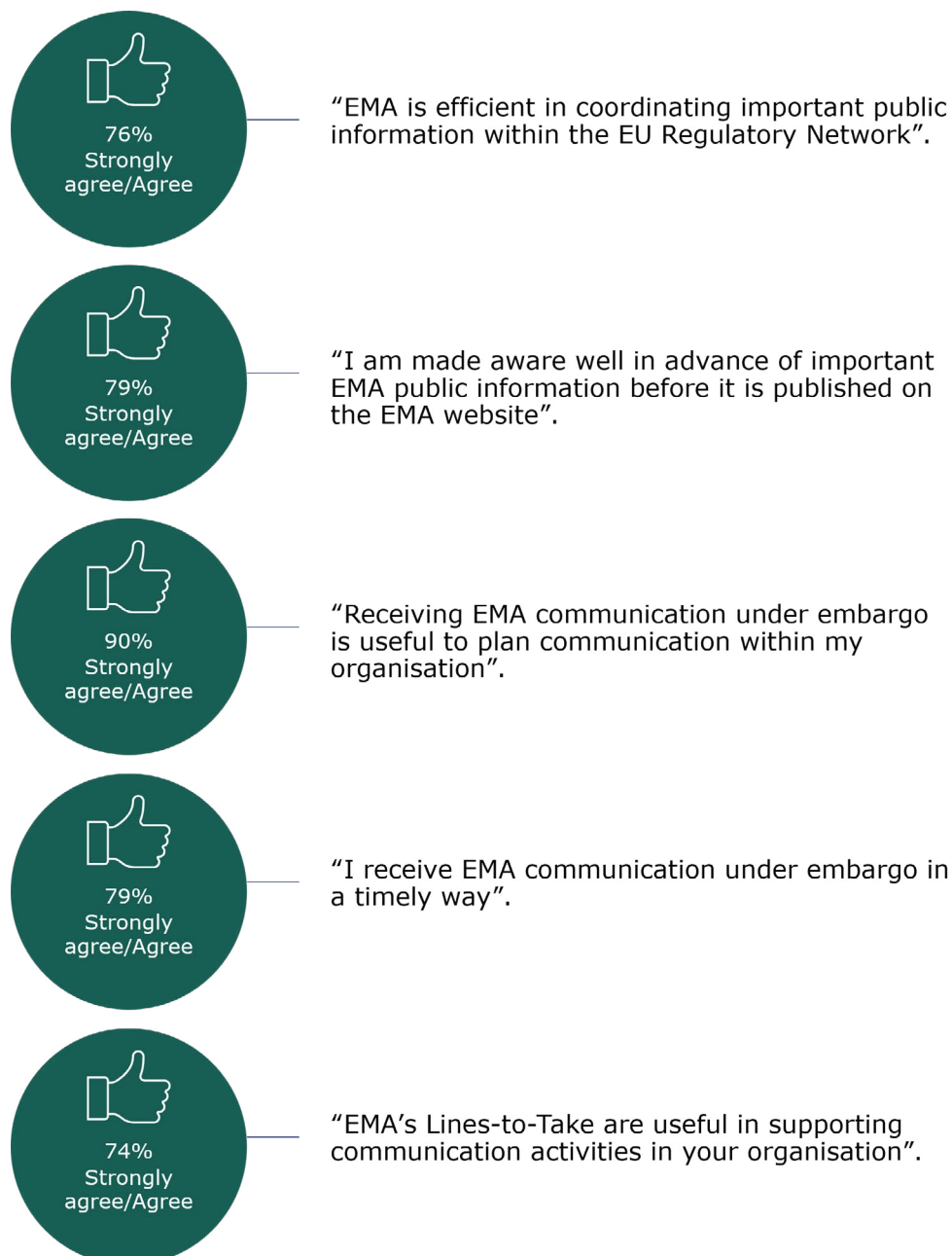
8. Coordination within the EU regulatory network

EMA plays a central role in coordinating public information within the EU regulatory network (national competent authorities and the European Commission) by giving advance notice and by sharing EMA communication materials (under embargo) prior to their publication on the EMA website. This coordination is done by using the early notification system (ENS).

90% of respondents reported that receiving EMA communication under embargo is useful and helps them plan the communication within their organisation. The majority of respondents (76%) also acknowledged that EMA is efficient in coordinating important safety information within the network of regulators.

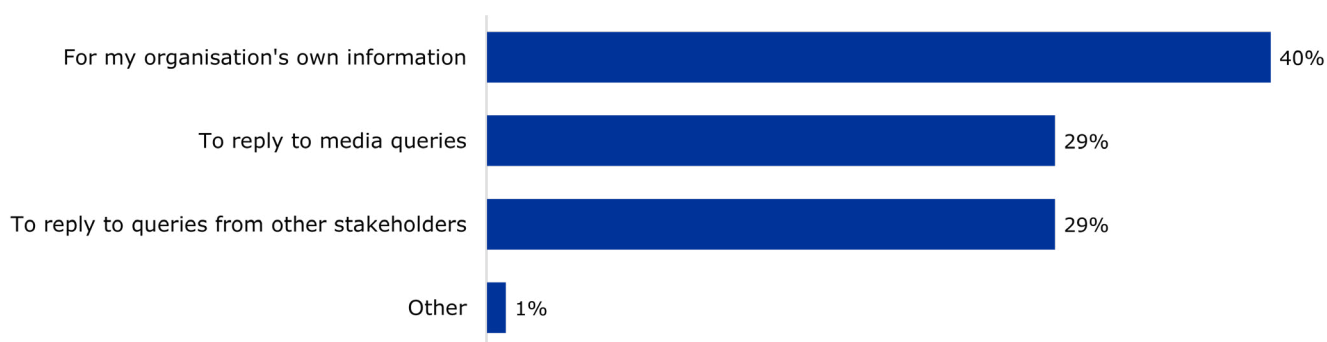
Figure 25

EMA's early notification system messages: Please rate EMA's work in coordinating safety information



EMA's lines-to-take (LTT) documents are also circulated via the ENS to assist the Agency's staff and those of cooperating authorities in responding to queries on a specific safety issue. More than half of the respondents (58%) use LTTs to reply to queries from media or other stakeholders, while 40% confirmed that they use them internally for their organisation's work. This demonstrates the relevance and usefulness of these documents.

Figure 26
For which purpose do you use Lines-to-Take?



Source: EMA communication perception survey 2024, n=68.

29 respondents also provided additional comments on EMA's external communications, findability of materials and the Agency's website. Similarly to other respondent groups, some of them stressed the need for improved findability of EMA's communication materials and more clarity of messages. Additionally, it was suggested that the "organisation of the information on the website should be improved" and the visibility of updates and revisions of documents on its webpages should be optimised. While some respondents appreciated the use of social media for engagement, others expressed scepticism about its reliability as a communication channel.

AREAS FOR IMPROVEMENT AND RECOMMENDATIONS

The survey results demonstrate that EMA's stakeholders and partners value the Agency's communications. EMA continues to be perceived as open and transparent and respondents find its materials to be useful. As a result, awareness and use of EMA's communication tools and platforms have increased over the past couple of years. Satisfaction with EMA's engagement with stakeholders is also high. However, some respondents called for greater use of lay language and EU languages other than English to make information accessible to wider audiences. The survey also highlighted areas where EMA could make improvements. These include:

- Enhancing the structure, navigation and search functionality of EMA's corporate website to help audiences find relevant information and documents more easily;
- Improving targeted messaging, alerts and notifications to better meet the needs of key stakeholders and partners;
- Sharing more information about EMA's work in various areas, such as 'One Health', information management and digital business transformation, to raise public awareness of its priorities and achievements;
- Focusing more on communication about the regulation for human medicines in the EU, combating public health threats (such as antimicrobial resistance) and translating innovation into medicines;
- Increasing the use of visuals and videos in EMA's communications to simplify complex messages and enhance engagement;
- Reviewing accessibility guidelines and making EMA's communication materials easier to understand and use for all audiences, including non-experts;
- Producing more materials in languages other than English.

These survey findings will inform EMA's future communication goals and planning. EMA will discuss the recommendations for improvement internally as well as with its partners and stakeholders. Based on these discussions, the Agency will further enhance its communication and engagement activities.