EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

# Use of EMA communications – Survey

Use and perception of targeted communications to EMA's eligible Patients' and Consumers' Organisations (PCOs) and Healthcare Professionals' Organisations (HCPOs)

PCWP/HCPWP joint meeting, 2 June 2022

Presented by Elisabeth Fleck
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An agency of the European Union

# Aim of today's presentation

Present results from the EMA targeted communications **Survey 2022**

**Share examples** of how organisations are communicating EMA information to their members

# EMA **targeted** communications to PCOs and HCPOs

| **Type of communication** | **Targeted stakeholder** |
|---|---|
| Newsletters<br>e.g. Human Medicines Highlights | Interested in Newsletters |
| CHMP communication<br>Human medicines committee (CHMP) | As per indicated areas of interest |
| PRAC communication<br>Safety committee (PRAC) | |
| Safety communication | |
| Ad-hoc communication | |
| Public consultation | All targeted stakeholders |
| Events / Invitation | |


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EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

HUMAN MEDICINES
HIGHLIGHTS

Key information for patients, consumers and healthcare professionals
Published monthly by the European Medicines Agency

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This newsletter is addressed primarily to organisations representing patients, consumers and healthcare professionals. It provides a summary of key information relating to medicines for human use published during the previous month by the European Medicines Agency.

Information is selected based on recommendations from consulted patients, consumers and healthcare professionals, and does not necessarily cover all relevant information published by the Agency.

To receive each new issue of the newsletter, please click here RSS feeds, choose 'Human medicines highlights newsletter' and then click on 'Subscribe to this feed'. Please note, in order to be able to view RSS feeds you need one of the following: a modern web browser; a web-based news reader or a desktop news reader. For a list of RSS readers please refer to our RSS guide and follow the instructions from the selected RSS reader in order to add our newsletter feed.

You can find details on how to cancel / unsubscribe to an RSS feed on the RSS reader tool that you are using, for example Unsubscribe from an RSS Feed for users of Microsoft Outlook.

For further information on the processing of your personal data, please find EMA's Privacy statement regarding the sending of electronic newsletters click here.

## Information on medicines

### COVID-19 vaccines and treatments

**New medicines authorised**

- Evusheld (tixagevimab / cilgavimab)
  Prevention of coronavirus disease 2019 (COVID-19)

**Safety update**

- COVID-19 vaccines - Safety update: 17 March 2022

### Antivirals/anti-infectives

**Supply shortages**

- Zerbaxa (ceftolozane / tazobactam) - update
  Treatment of bacterial infections

Key to symbols used
O Orphan medicine  Generic medicine  Biosimilar medicine  C Conditional approval  E Exceptional circumstances

**Human Medicines Highlights Newsletter**

Areas of interest:

Newsletters

40

35

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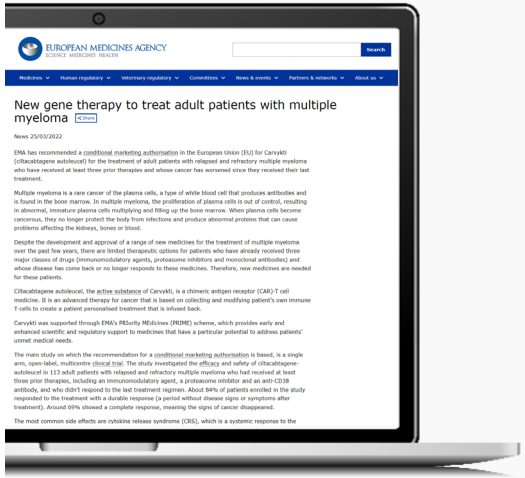
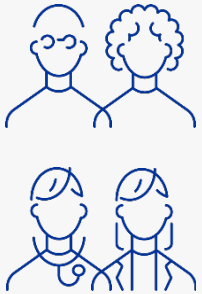
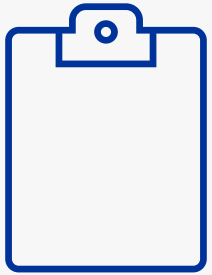



**CHMP communication**

Areas of interest:

- oncology (blood)
- cell therapy



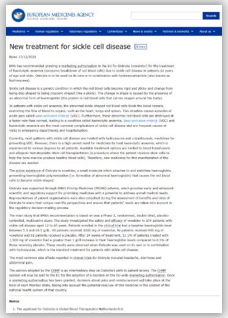


# EMA Targeted Communication Survey

# Objectives of the survey

## Relevance / Satisfaction of three types of EMA targeted communications

- Human Medicines Highlights Newsletter
- Committee communications (CHMP, PRAC)
- Safety communications



## Sharing practice / Communication channels

## EMA resources / EMA scientific publications


# Methodology

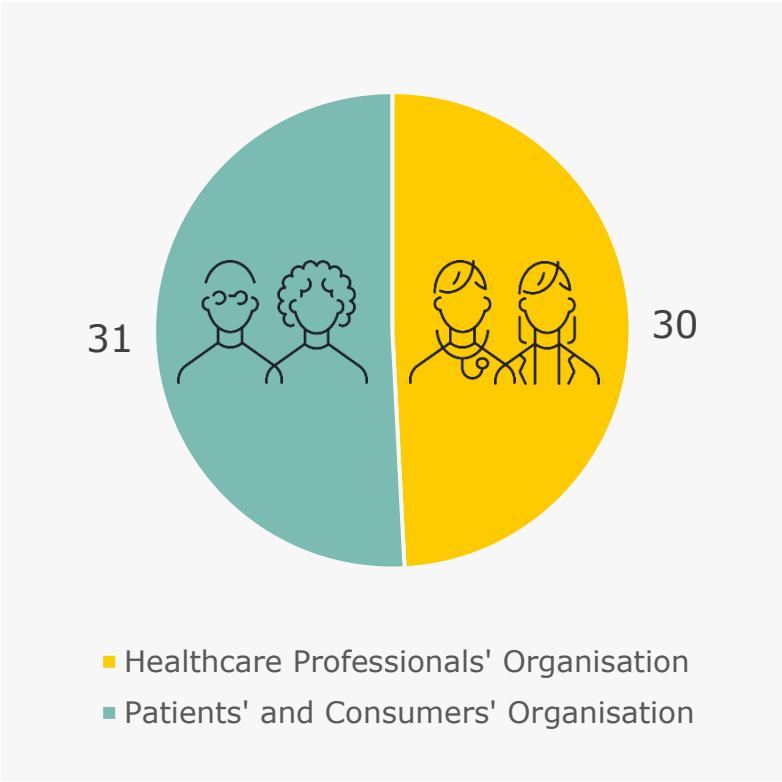
Target group: 78 eligible PCOs and HCPOs

Survey period: 28 Feb – 14 Mar 2022

Response rate: 14 (18%)

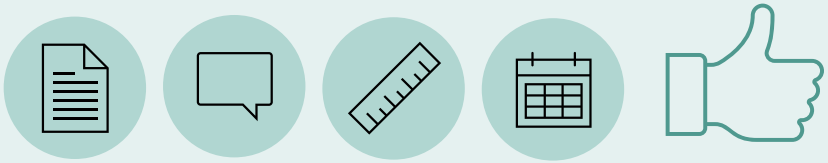
Personal follow-up e-mail on survey

Response rate: **61 (78%)**

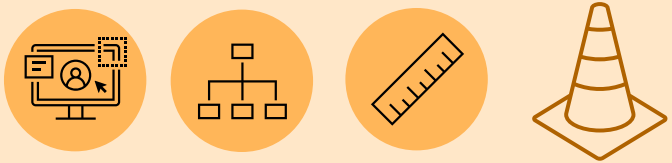


# Satisfaction with different aspects of EMA communications

EMA targeted communication materials are relevant for PCOs / HCPOs.



Overall, satisfaction with **content, language, length and timeliness** of EMA communications is **good** (64% to 75%).

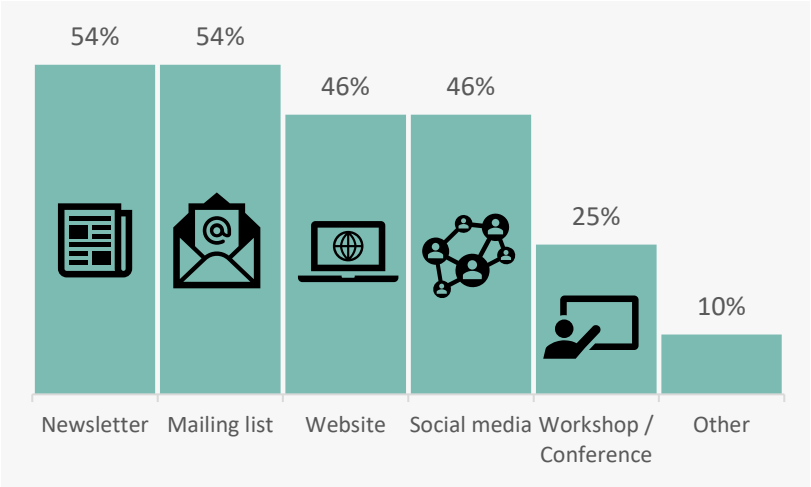


All communications could **improve** from changes to their **layout/visuals, structure, and length**.

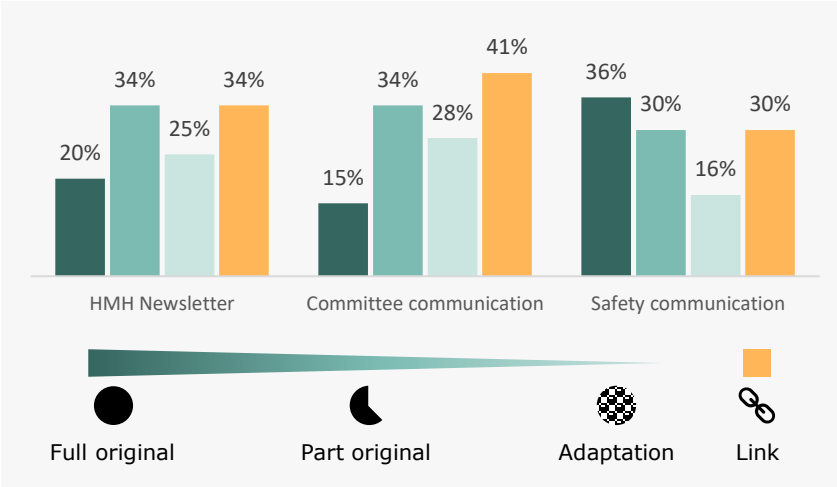
# Dissemination of EMA targeted communications

**More than half** of eligible organisations **regularly read** one or multiple types of EMA targeted communications.
**About 1/3** of eligible organisations **regularly share** one or multiple types of EMA targeted communications.

**Channels for sharing EMA targeted communications**




**Ways of sharing EMA targeted communications**



# Your feedback: Why don’t you share EMA communications?

**Relevance**

- I **only** share information **relevant for our therapeutic area**.
- **EMA approval is just one step** in the pathway to patients having access to a new treatment, so it can seem difficult to share info sometimes if **many health systems are not providing access**.

**Sources of information**

- Doctors in the field **receive information otherwise**.

**Communication overload**

- The **level of information** from EMA can feel **overwhelming**.
- We always have a lot of **internal news** to share with our members, so we have to **prioritise** the kind of information we disseminate.

**Usability**

- Sometimes the **language is very technical**, and we do **not have time / capacity** in-house to adapt it for a patient audience.
- The decisions and content are **technical** and **not visually explanatory**.

# Key Findings

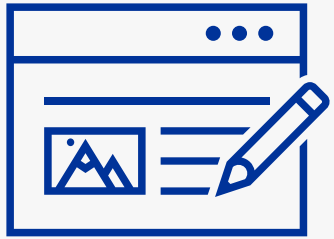
- EMA targeted communication materials are **relevant** for PCOs / HCPOs
- EMA communicates with PCOs / HCPOs in a **timely and clear manner**
- EMA targeted communication materials are **regularly disseminated by one third** of PCOs / HCPOs

Reasons **not to disseminate** EMA targeted communication materials to members

- Not relevant to all members
- Avoid communication overload
- Ease of usability

Solutions already explored by EMA

- **Simplify the language** used in EMA communications
- Explore new ways of **structuring and visualising** EMA communications (e.g. via sub-headings) to increase usability



# Examples of how organisations share EMA information

# Share a **link** of the EMA communication

International League Against Epilepsy

Full original | Part original | Adaptation | Link

Where: News

What: Safety communication

How: Link

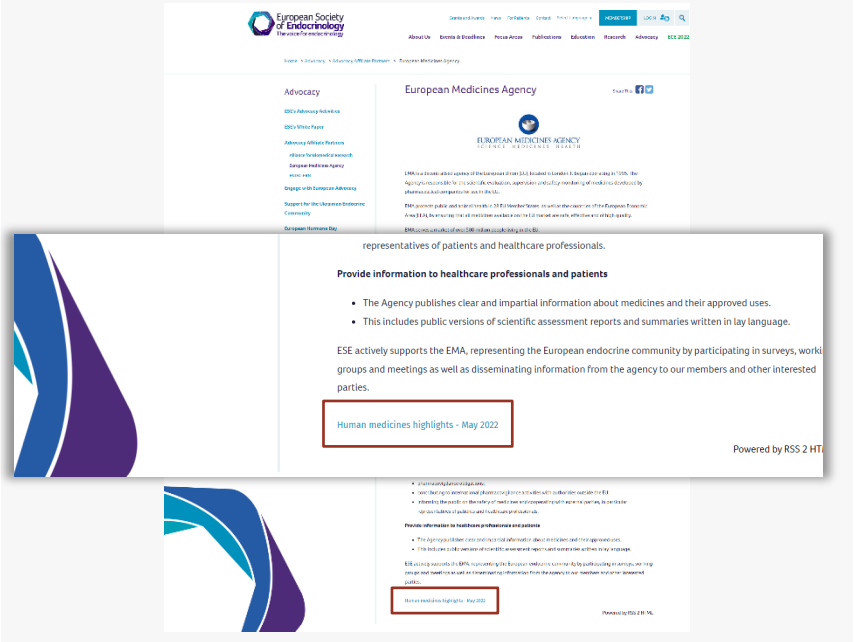
# Share a **link** of the EMA communication

Full original | Part original | Adaptation | Link

Where: Dedicated EMA webpage

What: HMH Newsletter

How: Link to latest issue



# Share a **link** of the EMA communication

Full original | Part original | Adaptation | Link

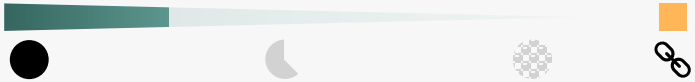
Where: Newsletter – EU News section

What: Diverse EMA news

How: Link

# Share the **full original** EMA communication

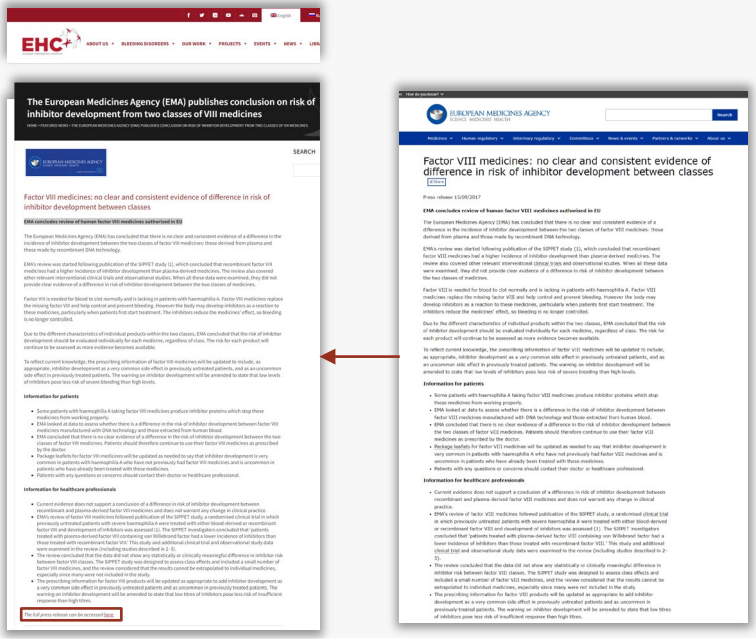
european haemophilia consortium




Where: News

What: CHMP communication

How: Full original news + link

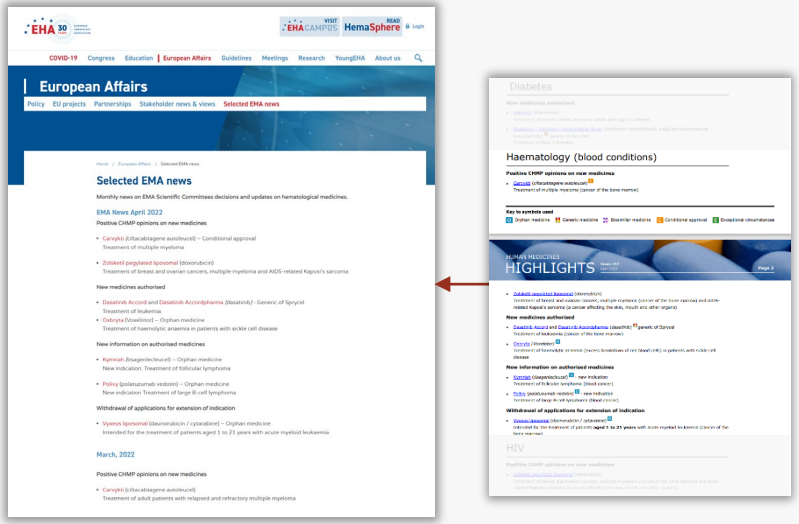


# Share a **part of the original** EMA communication

EUROPEAN HEMATOLOGY ASSOCIATION

Full original | **Part original** | Adaptation | Link

| | |
|---|---|
| Where: | Selected EMA news page |
| What: | HMH Newsletter |
| How: | Selection relevant to members (haematology) |

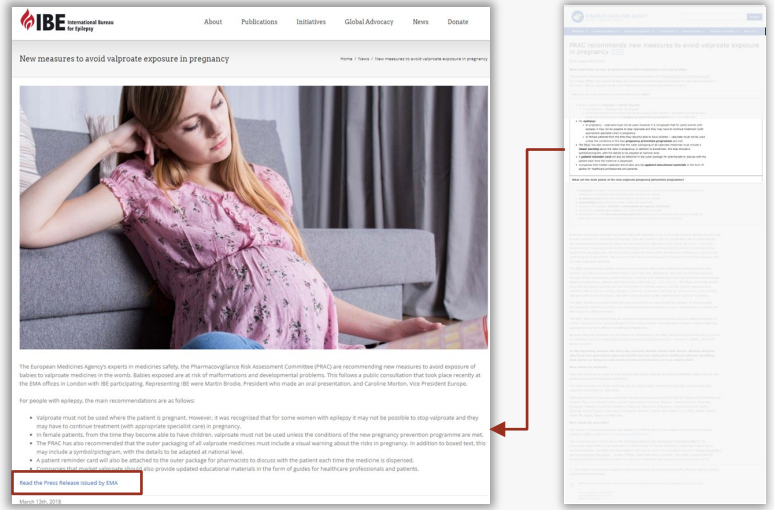


# Share a **part of the original** EMA communication

IBE International Bureau for Epilepsy

Full original | Part original | Adaptation | Link

| | |
|---|---|
| Where: | News |
| What: | Safety communication |
| How: | Summary relevant to members (patients with epilepsy) + link |



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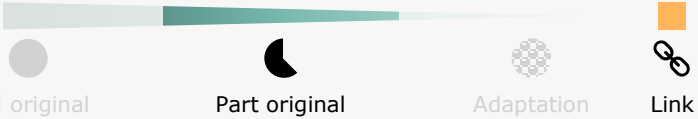
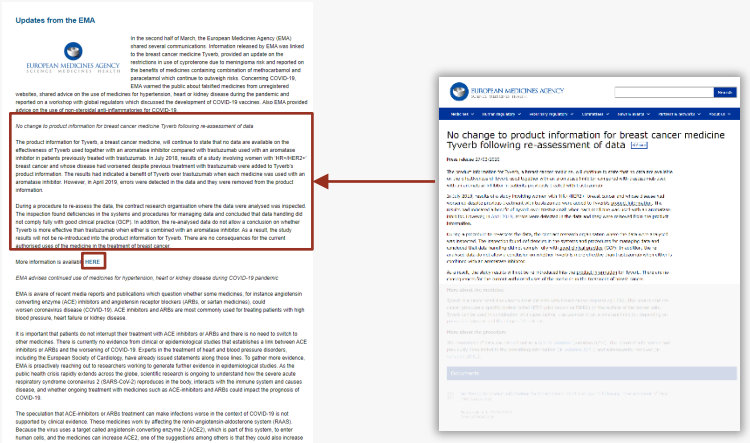



Where: Newsletter "EU MONITOR"

What: CHMP communication

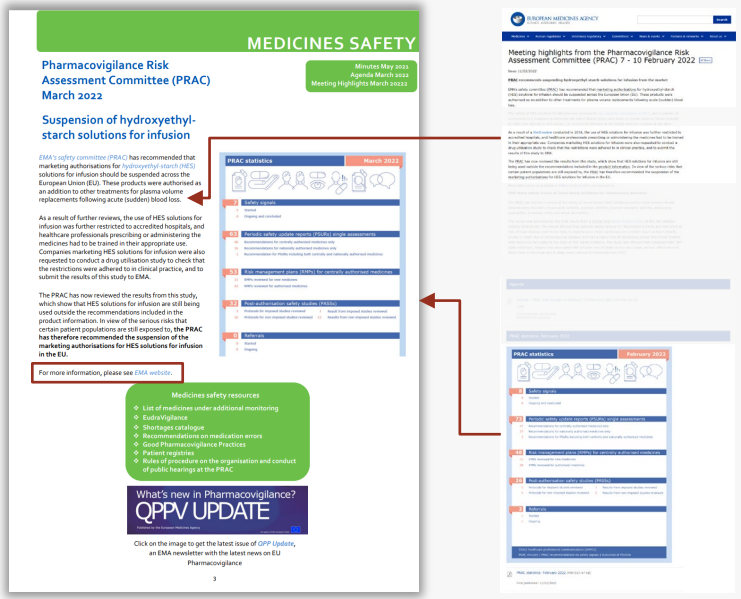
How: Key novel information + link



# Share a **part of the original** EMA communication

Full original | Part original | Adaptation | Link

| | |
|---|---|
| Where: | Newsletter – Medicines Safety / Updates on EMA committees |
| What: | CHMP highlights, PRAC highlights, HMH Newsletter |
| How: | Selection key information + visuals + link |



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|---|---|
| Where: | Newsletter – Medicines Safety / Updates on EMA committees |
| What: | CHMP highlights, PRAC highlights, HMH Newsletter |
| How: | Selection key information + visuals + link |

# Share a **summary/adaptation** of the EMA communication

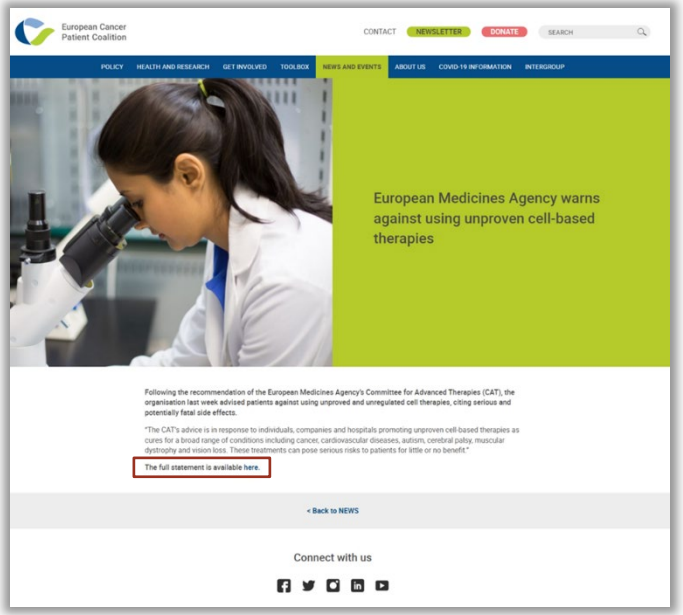
European Cancer Patient Coalition

Full original | Part original | Adaptation | Link

Where: News

What: Safety communication

How: Brief summary + link



# Conclusion

Learnings from the survey will be shared with the medical writers, communications team, design team and other colleagues across EMA

Some suggestions can be quickly implemented

Design requests will require further planning and discussion and will be considered as more long term

Follow-up interviews with PCOs / HCPOs are in preparation

# Any questions?

## Further information

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