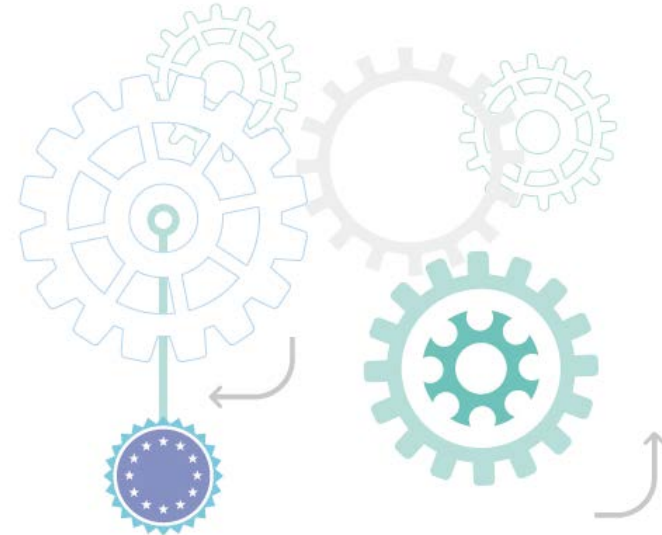




EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

EMA's Perception Survey

PCWP/HCPWP joint meeting
Session on communication and information on medicines



Presented by Juan Garcia Burgos on 8 March 2016
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An agency of the European Union





Objectives

Survey conducted in February 2015 to:



Assess how EMA's communication to the public is perceived



Understand how EMA's communications are valued



Assess and measure the levels of satisfaction with the services provided by EMA

The results will be used to establish baselines and targets to measure progress, analyse trends and improve communications activities.



Targeted Groups

- **Stakeholders:** patients' and consumers' organisations, NGOs, healthcare professionals' organisations, academia, media, farmers' organisations and the pharmaceutical industry
- **Partners:** EU/EEA National Competent Authorities, European Commission, European Parliament, EU Agencies, healthcare technology assessment and reimbursement bodies, non-EU Regulatory Authorities and WHO
- Survey sent to **specific individuals**, where possible, 'heads of', established contact points and communication points
- **1,000 targeted with questionnaire**, above average response rate received from stakeholder and partner communities

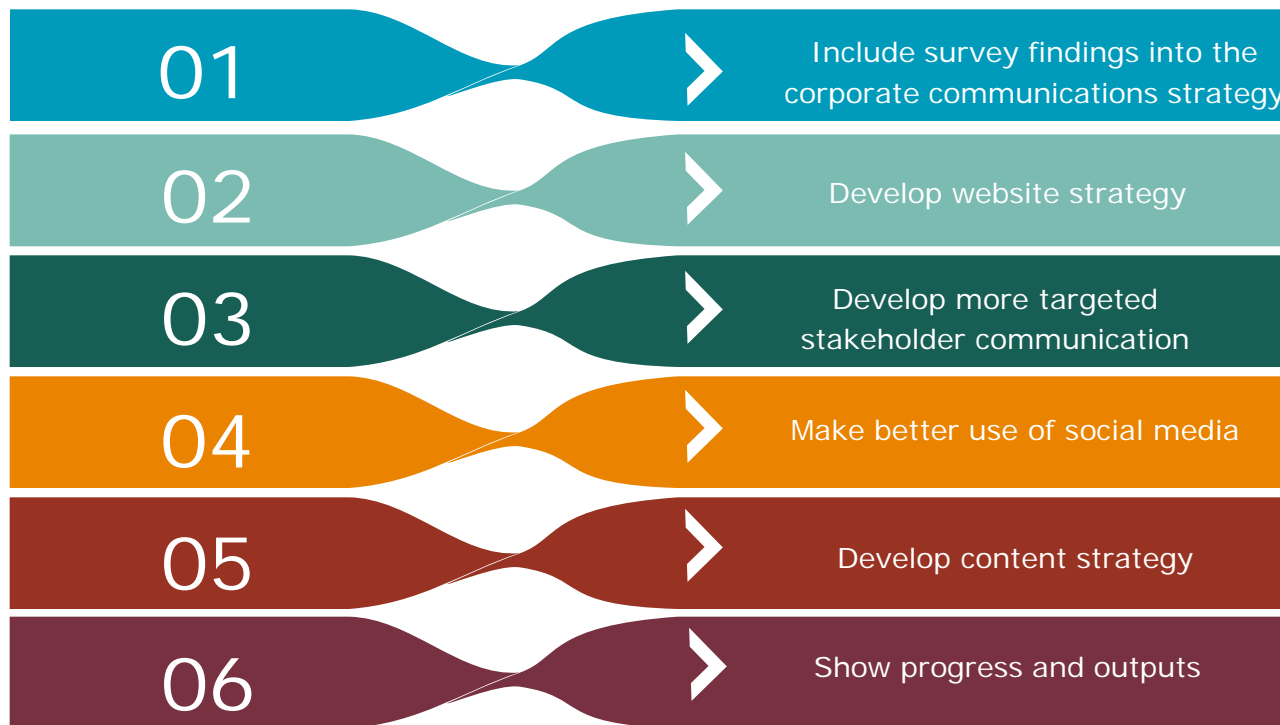


Key Findings

- EMA communication materials are widely used
- High level of trust and confidence in EMA
- EMA communicates with the public in a timely, clear and objective manner
- The website is EMA's main tool for communication, however findability of information needs to be improved
- Greater effort is required to simplify the language used in EMA communications
- EMA engages with most stakeholders well, however improvements could be made to provide more targeted information
- EMA could also engage different stakeholders with active dialogue



Recommendations



Areas for improvement



Corporate website optimisation to improve findability, general usability and reduce complexity



Greater stakeholder engagement across the different groups via targeted information and more active dialogues



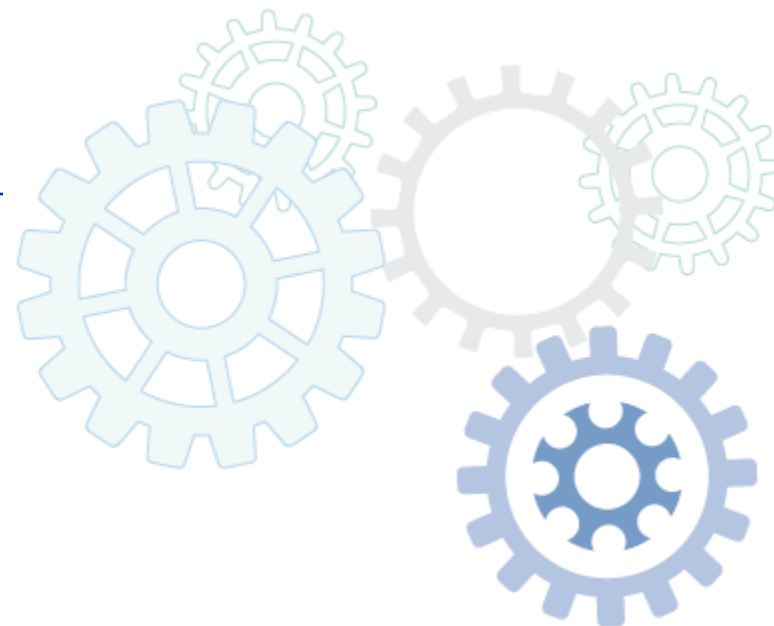
Increased use of social media channels to create a better awareness of EMA and its work



Simplified content to make information more accessible



Highlights of raw data

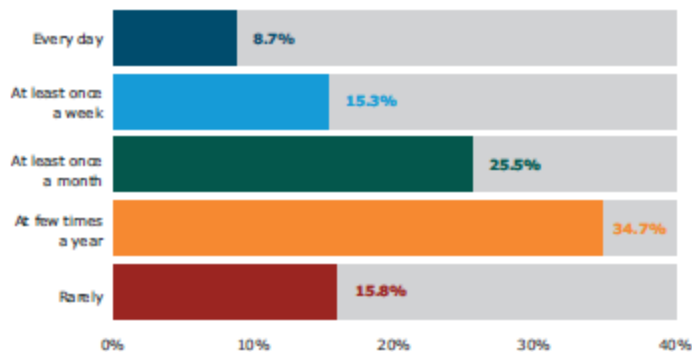




EMA interaction stakeholders

- EMA is highly important for the large majority of stakeholders (79%)
- The majority (60%) of stakeholders communicate once a month or a few times a year

How often does your organisation interact with EMA?





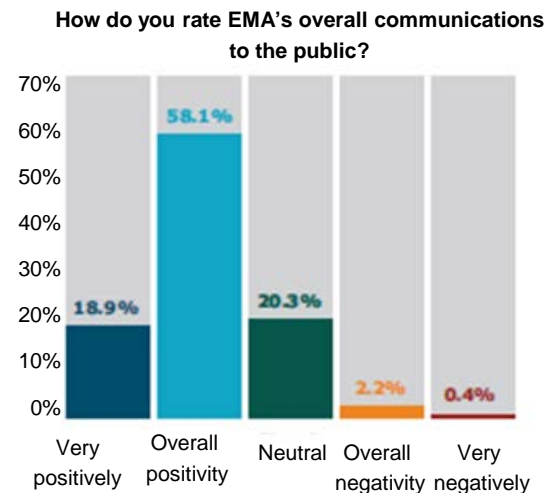
Popularity of EMA tools

- EMA's website is the primary communication channel (98%)
- Press releases are very important, news items and meeting highlights are less well known
- Safety communications usage is high (over 70%)
- EMA reports (e.g. annual reports) are used extensively (over 60%)
- Newsletters (e.g. Human Medicines Highlights) are popular (74%)



Rating of EMA communications

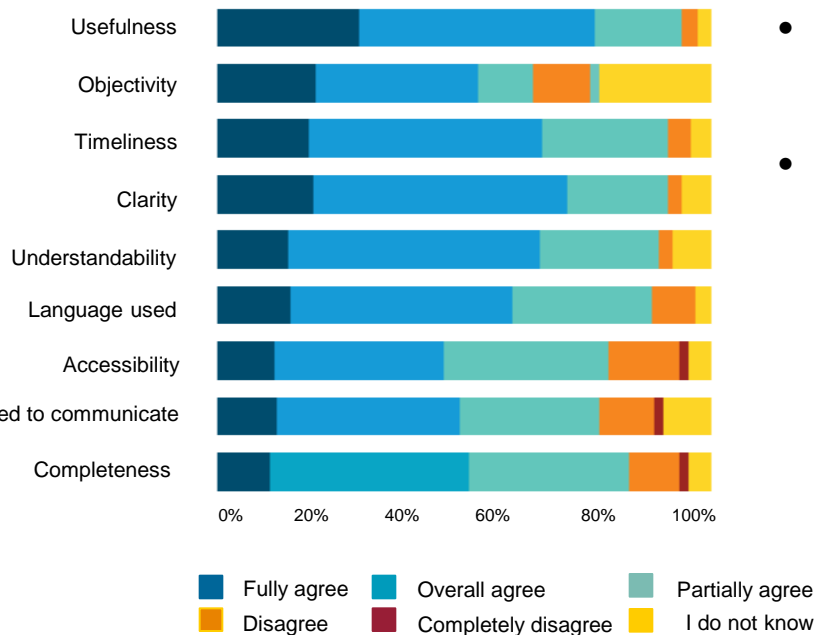
- EMA's communications to the public are rated positively (77%)
- 88% perceive the quality of EMA communications as similar or better compared with other regulators worldwide





Rating of EMA communications

How do you rate the way EMA communicates to the public on critical issues?



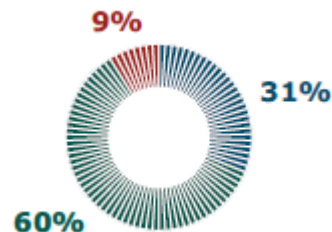
- EMA communications score highly for usefulness, objectivity, timeliness and clarity
- There are opportunities for improvement in the findability of information on the website, means used to communicate, and the use of social media channels



Trust, confidence and reputation

- EMA compares favourably with other regulatory authorities worldwide on trust and reputation
- Regarding transparency, 91% say EMA is as open or more so than other regulatory authorities worldwide

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



- More open and transparent than others
- As transparent as others
- Less transparent than others



Trust, confidence and reputation

- 70% agree that EMA engages stakeholders sufficiently
- There is room for EMA to further strengthen engagement with its stakeholders





Additional comments/suggestions

'From a communications point of view, **a daily e-mail** with the alerts and daily briefing similar to the ones developed by other Authorities (for instance, European Food Safety Authority), could help stakeholders and the general public to follow the activities of the Agency'

'EMA should **communicate more and become more visible** and constantly present in the media both in newspapers and television'

'EMA has to feature higher in any online search as **a source of reliable information**'

'**Public messages should be simply and clearly written.** I am not sure if EMA is differentiating the various comms tools enough for different audiences (e.g. who follows EMA on twitter, Facebook vs. who reads website news or subscribes to targeted emails). EMA language, although not unclear "per se", is still at a quite advanced reading level and probably easier for seasoned patient representatives to make sense of than the average public. Videos are very useful and well received. Visual illustrations (e.g. graphics) could be used more on the website?'

'Use **social media** to communicate effectively, especially for the **young generation**'

'I personally would appreciate **an EMA conference for scientific organisations** and possibly leading experts from ethics committees, perhaps in discussion with some leading experts from industry about the development of pharma in the future. Such meeting could be done e.g. every 3 years to explore the development'

'**Better communication** through national press and media, with clear indication of the source'



Comparison of the two groups

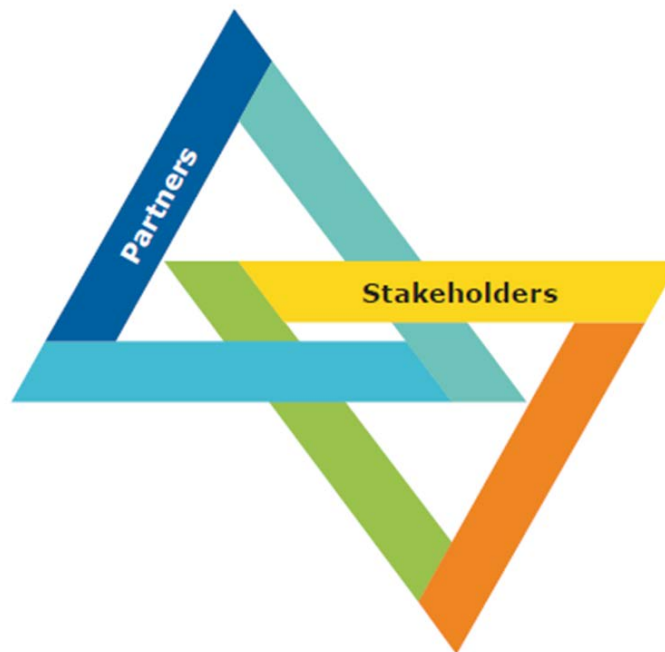
- Results from both groups overall are positive and consistent
- Partners tend to rate EMA communications higher than stakeholders
- Academia comes across as the most sceptical group
- Few media representatives participated in the survey
- All groups rate EMA's communications to the public positively compared with the communications of other regulatory authorities
- There is an appetite for more stakeholder engagement across the different stakeholder groups
- Overall stakeholders are slightly more sceptical than partners about EMA's ability to manage and use the best channels of communication



Key Findings: Common themes

Stakeholders' themes

- EMA is important to stakeholder group
- The website is key information channel but content often not easily accessible
- Information is useful , timely and objective
- Messages should be simpler and less technical and detailed
- More dialogue requested
- Work of EMA should be better promoted



Partners' themes

- EMA is considered a key partner
- Communication has improved over the years
- The website is an excellent communication channel but findability of content could be improved
- Information is useful, timely and objective
- Simpler and more targeted messages required
- Social media channels not well known

Follow-up activities - 1



Corporate website optimisation

- Rewriting web information and improving navigation
- Improving (scientific) guideline presentation

As part of the relaunch of the EMA corporate website at a later stage:

- Improving search functionality
- Developing responsive designs for mobile devices

Follow-up activities - 2



Greater stakeholder engagement

- Developing specific tools to better capture stakeholders feedback (e.g. media focus group, open days)
- Develop more web-landing pages for specific audiences
- Increasing visibility and opportunities for engagement (e.g. EMA participation at scientific conferences and events)

Follow-up activities - 3



Increased use of social media channels

- Developing a social media strategy to broaden EMA engagement
- Strengthening dialogue on Twitter (more shareable content, participation in Twitter chats etc.)

Follow-up activities - 4



Simplified content

- Developing specific content for different audiences, including patients
- Simplifying the language used in EMA public communications
- Reducing regulatory jargon in EMA summaries and use a clearer, more direct language
- Testing content for patients prior to its publication
- Increasing use of infographics, data-visualisation tools and multimedia elements



Thank you for your attention

Further information

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