



# Information, Coordination and Public Communication

## *Session 2*

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EMA Sartans with N-nitrosamine impurities  
Lessons Learnt Exercise - Interested Parties Meeting  
Amsterdam, 04. November 2019



# High-level principles around how 'taking Control of one's communication in a fast-digital environment

## A general public Communication approach



**Communication  
takes 3 seconds**



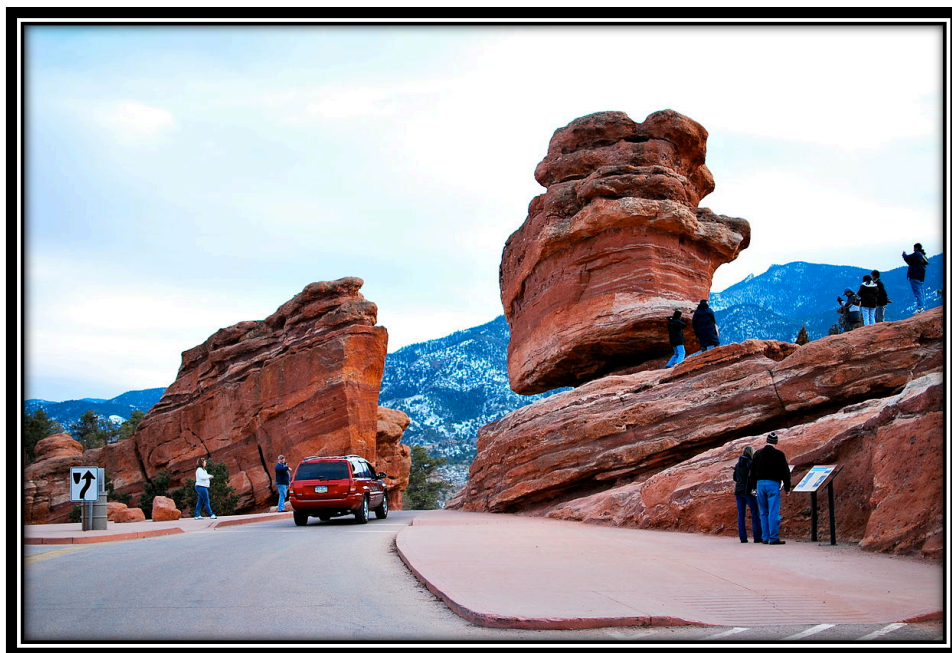
Therefore, a **clear** and **understandable** lexicon should be used, including **Q&A/advice** to stakeholders, **timeline**, and **current actions undertaken** by the regulator and industry to handle the situation.

<https://www.ema.europa.eu/en>

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## A well-balanced & scientific based communication



**A communication well-  
balanced between Alerting  
and Minimizing**

**Scientific based**

**Transparency**

**Reassurance**

# A multi stakeholders and consistent approach



**Collaborative approach with**  
Patients Associations, Medical Society and pharmacists  
Community and hospital



**One Voice**

**CNN** FDA finds another impurity in recalled heart drug

**THE TIMES** Widely taken blood pressure drug valsartan recalled

**Bild** Pharmafirmen rufen Bluthochdruck-Mittel zurück

**EUROPEAN MEDICINES AGENCY** Update on review of valsartan medicines

**Le Monde** Rappel de médicaments à base de valsartan après la découverte d'une substance toxique

**Uganda National Drug Authority @UNDAuthority - Aug 16**  
A country-wide recall of 8 brands of hypertension drugs containing Valsartan, has started. We are investigating other brands containing #Valsartan & shall keep you updated.