

The National Agency for Medicines and Medical Devices would like to invite all stakeholders to take part in the survey launched by the European Medicines Agency

The European Medicines Agency (EMA) has launched its second survey on perception of the Agency's communication. The purpose of the survey is to collect feedback from all EMA stakeholders and partners, including the general public, patients, consumers, healthcare professionals, academics, media, pharmaceutical industry and other regulators, on issues related to the EMA's communication to the public. Responses in that respect will support the EMA to find possible deficiencies and their solution, as well as focus on action responding to its stakeholders' and partners' communication needs. The main recommendations resulting from the survey will be taken into account on preparation of EMA annual communication plans. The survey makes reference to awareness and use of EMA communications, as well as to stakeholders' views on their quality and transparency. An opportunity is also provided for contribution with additional opinions or suggestions. The EMA launches a general invitation to contribute with a perspective in that regard. The survey is open to May 31, 2017. It is anonymous and questions do not exceed ten minutes to answer. Surveys on perception of EMA's communication work are conducted every two years and the first one was performed in 2015. Results of the first survey were instrumental in establishing baselines and targets against which to measure progress and improve communication activities. EMA will publish current survey results and recommendations will be discussed with its stakeholders.

http://www.ema.europa.eu/ema/index.jsp?curl=pages/news_and_events/news/2017/05/news_detail_002744.jsp&mid=WC0b01ac058004d5c1