



Ministerul Sănătății

**Agenția Națională a Medicamentului
și a Dispozitivelor Medicale din România**

COMMUNICATION STRATEGY

2025 – 2028

FOREWORD

This communication strategy reflects our commitment to transparency, accessibility, and the promotion of ongoing, constructive dialogue with all stakeholders: healthcare professionals, public institutions, the pharmaceutical industry, and most importantly, patients. Through effective communication, we aim to strengthen public trust in the National Agency for Medicines and Medical Devices of Romania (NAMMDR) and support the adoption of optimal solutions for ensuring access to safe and effective medicines and medical devices.

In an era of rapid technological innovation and global health challenges, NAMMDR remains a pillar of stability, actively contributing to the development of a sustainable, efficient, and equitable healthcare system. We fulfill this mission with dedication and respect for every patient and healthcare professional.

Our communication strategy emphasizes the importance of transparency, collaboration, and open dialogue with all those involved in regulating and improving public health. Over recent years, we have proven to be a reliable partner, supporting the exchange of relevant information and fostering mutual trust between regulatory institutions, industry professionals, and, of course, patients.

As we continue to face the challenges of an ever-evolving sector, we remain committed to our mission and to the fundamental principles of transparency, integrity, and accountability. This is a path we follow with respect for every individual and a firm commitment to the common good of our society.

Pharm. PhD. Răzvan-Mihai Prisada,
President of NAMMDR

CONTEXT

In recent years, the Agency has taken significant steps to enhance its operations and align with the objectives of the National Health Strategy developed by the Ministry of Health. The main goal has been to bring medicines closer to patients, increase decision-making efficiency, and stimulate innovation in the healthcare sector.

Key measures include:

- **Faster decisions, reduced delays:** NAMMDR has significantly shortened decision timelines for marketing authorizations, enabling faster access to new and essential therapies.
- **Innovation and clinical research:** The Health Innovation Hub and the Strategic Plan for Clinical Trials aim to attract more research and position Romania as a competitive player in European medical research.
- **Digitalization for efficiency:** Reducing bureaucracy, improving internal processes, and increasing transparency in interactions with partners—whether pharmaceutical companies, doctors, or patients—are central goals of NAMMDR’s digital transformation efforts.
- **Responsible advertising:** Legislation on human medicine advertising has been updated and aligned with European standards to ensure clear, accurate, and balanced public information.

INTRODUCTION

Maintaining and enhancing public and internal trust is central to NAMMDR’s communication efforts. This strategy is also vital for managing potential national or international crises in the healthcare field.

Patients and healthcare professionals are the primary audience, and mass media and social media serve as key channels to reach them.

Following the COVID-19 pandemic, public trust in institutions declined while the influence of misinformation increased. The institutional approach to communication must therefore evolve to address disinformation and the growing role of artificial intelligence.

Topics such as war, drug shortages, and raw material supply disruptions also require constant updates in both content and communication tools.

MISSION

The communication strategy of NAMMDR focuses on ensuring transparent, accessible, and evidence-based information flows for all target audiences: patients, healthcare professionals, public authorities, and media.

NAMMDR aims to create an informative and educational environment, support public health and safety, and contribute to a transparent and efficient healthcare system.

STRATEGIC OBJECTIVES

- 1. Ensure access to accurate and transparent information**
 - Regular publication of reports, decisions, and relevant updates
 - Anticipation of public interest topics
 - Creation of digital tools for better access and public engagement
- 2. Strengthen institutional image and reputation**
 - Clarify NAMMDR's role in public health
 - Promote a modern, transparent, and innovation-driven institution
 - Proactively communicate achievements through media campaigns
- 3. Develop coherent and proactive communication**
 - Ensure consistent messaging across all platforms
 - Anticipate and respond quickly to public inquiries
- 4. Integrate communication into the agency's digital transformation**
 - Modernize the website and utilize social media for engagement
 - Implement real-time digital feedback tools
- 5. Promote public education and awareness**
 - Informative campaigns in partnership with European/international agencies
 - Collaborate with healthcare professionals for outreach and awareness

TARGET AUDIENCES

Each target group requires tailored messaging and communication channels:

- **Patients:** Clear, accurate, and accessible information
- **Healthcare professionals:** Timely updates on regulations, alerts, and guidelines
- **Pharmaceutical industry:** Transparent collaboration for effective regulation and oversight
- **Media:** Reliable, prompt access to official information
- **Institutional stakeholders:** Ongoing partnerships with EU institutions, academia, and NGOs
- **NAMMDR staff:** Regular internal updates and involvement in external communication

KEY MESSAGES

- **Safety and Public Health First:** Ensuring high standards for authorized products
- **Transparency and Informed Decision-Making:** Evidence-based communication for all
- **Innovation and Equitable Access:** Encouraging safe adoption of new therapies
- **Combating Misinformation:** Active monitoring and health education
- **Collaboration:** Strengthening partnerships across sectors
- **Modern Digital Communication:** Leveraging technology for better outreach

COMMUNICATION CHANNELS

External Communication:

- Website, social media, press conferences
- Awareness campaigns, explanatory videos, informational guides
- Feedback platforms and public Q&A portals
- Hybrid events: roundtables, webinars, educational sessions

Internal Communication:

- Email remains the primary channel

- Chat-based systems (e.g., MS Teams) for real-time coordination
- Group meetings and training for spokespeople
- Staff satisfaction surveys

PRIORITY TOPICS

Aligned with HMA-EMA topics. Examples include:

- Biosimilars
- Medicine shortages
- Vaccine hesitancy
- Electronic Product Information (ePI)
- Antimicrobial Resistance (AMR)
- Artificial Intelligence
- Innovation

Each year, a list of mandatory and crisis-related topics will be established.

ACTION PLAN

Medium-term priorities include:

- Launch of an interactive online platform
- Monthly digital visibility campaigns
- At least 4 educational public webinars/Q&A events
- Internal protocol for rapid response on social media

Other actions:

- Partnership proposals for joint campaigns
- Crisis communication and AI transparency guides
- Regular stakeholder meetings
- Monthly press events as needed
- Annual communication needs analysis

- Implementation of a fully digital communication ecosystem over three years
- Strategic partnerships and a permanent emergency communication structure

MONITORING & EVALUATION

Key Performance Indicators (KPIs):

- Website traffic (year-on-year comparison)
- Social media engagement
- Number of media articles
- Email open rates and inquiry volumes
- Timely responses to all requests
- Satisfaction survey results
- Average number and impact of thematic campaigns
- Stakeholder participation in events
- NAMMDR expert engagement in conferences

Evaluation Tools:

- Post-activity communication reports (KPI dashboard + narrative)
- Annual report (KPI summary, media feedback, public sentiment analysis)
- Strategic and tactical recommendations (digital & print format)