Advancing patient engagement: EMA views


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Since 2005, the framework of interaction has been based on:

- Network of patients and consumers’ organisations fulfilling eligibility criteria
- EMA Patients and Consumers’ Working Party
- Involvement of patients/consumers all along the life cycle of the medicine

PARTICIPATION – CONSULTATION – INFORMATION
Increasing number of patients in EMA activities

Overall number of patient and consumer involvement in EMA activities (2007-2014)
Opportunities for involvement throughout medicines lifecycle
IMI projects: patient engagement examples (with EMA participation)

PROTECT

EUPATI

Patient SMART

Patients perspective elicitation on benefit and risks (IMI2 call 5)
Research Project – EMA position on patient engagement

Patients
- Promote independence / critical thinking / knowledge

Projects
- Avoid discussion on policies
- Address sustainability prior to start
EMA framework of interaction with patients and their representative organisation

Action Plan

| • Promote participation at key milestones during the lifecycle of medicines:  |
|⇒ Ensure early involvement in development of medicines/research focusing on patients values and preferences  |
|⇒ Based on the outcome of the pilot phase of patients involvement in benefit/risk evaluation at CHMP, develop a process to capture patients’ input on the value of evidence during benefit/risk evaluation  |

Q3 2016
Patient engagement: what is the reality?

Example of a recent invitation to an Industry seminar on new perspective about the role of the patient, “a new engagement model”:

Objectives:
→ Explore opportunities to better engage patients

Who should attend:
→ Sales and Marketing
→ Patient engagement
→ Product and Brand Management
→ Multi-channel Marketing
Thank you for your attention

Further information

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