



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

# Advancing patient engagement: EMA views

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IMI workshop on Patient Engagement Strategy for Innovative Medicines,  
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An agency of the European Union





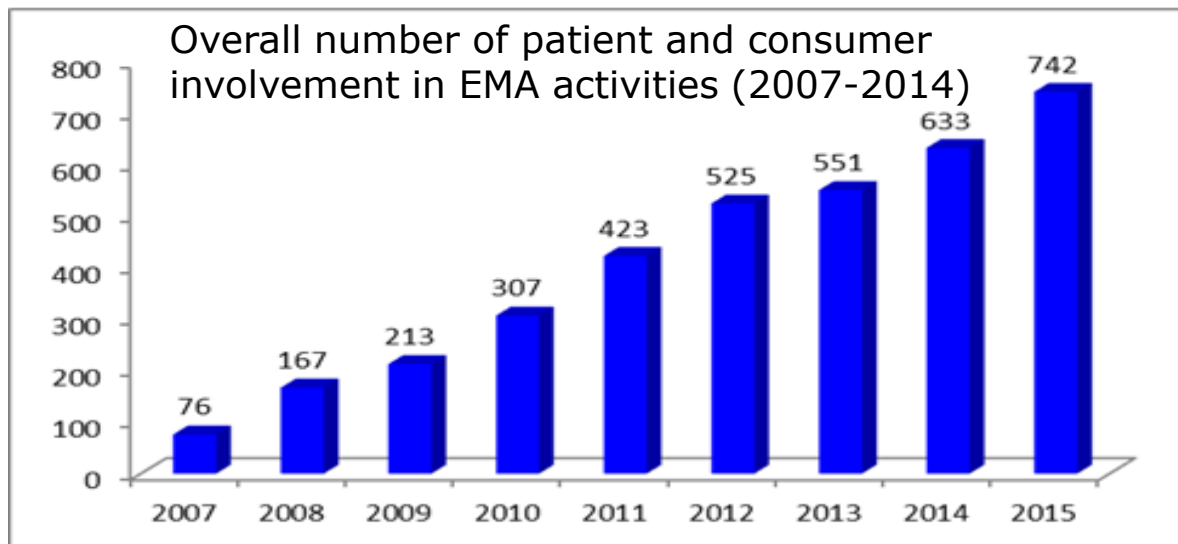
Since 2005, the framework of interaction has been based on:

- 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

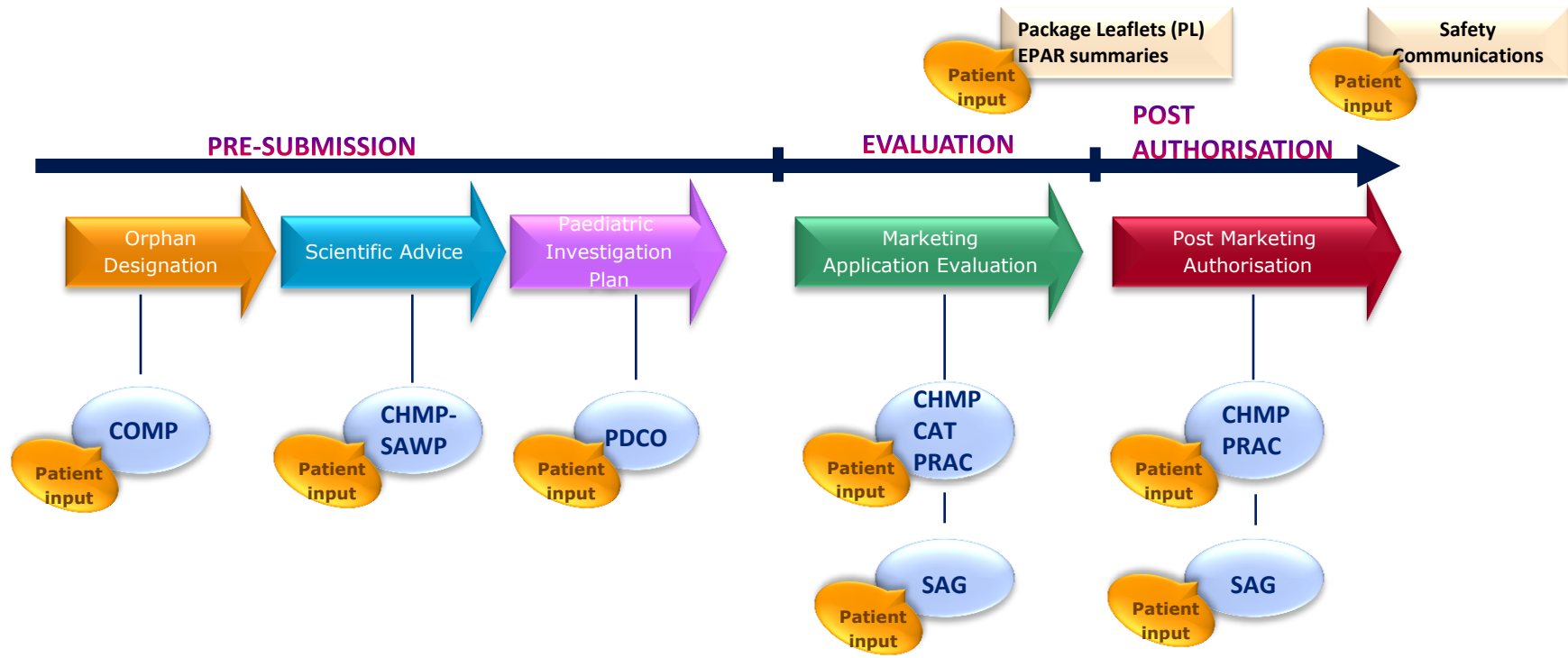


Documents for the Public

# Opportunities for involvement throughout medicines lifecycle

Regulatory Procedure

Committees and Working Parties

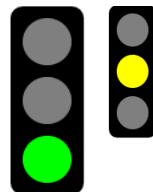


# IMI projects: patient engagement examples (with EMA participation)

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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[http://www.ema.europa.eu/ema/index.jsp?curl=pages/partners\\_and\\_networks/general/general\\_content\\_000317.jsp&mid=WC0b01ac058003500c](http://www.ema.europa.eu/ema/index.jsp?curl=pages/partners_and_networks/general/general_content_000317.jsp&mid=WC0b01ac058003500c)

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