

# EMA communication perception survey 2022

Fields marked with \* are mandatory.

**This questionnaire aims to collect your views on the strengths and weaknesses of EMA's external communication. We expect this to take between 10 and 25 minutes. We value your feedback and your responses will help EMA to identify and address potential shortcomings and to better meet the communication needs of its stakeholders and partners. Thank you for participating.**

Please note that in this survey EMA does not collect or process personal data. Therefore, please make sure that you do not reveal your identity in the free text answers. The survey is designed to collect the answers only in an aggregated and anonymous format. The responses will only be evaluated in an aggregated way and the results will be shared in such format as well. As regards the processing of your data by the EUSurvey application, please refer to the specific [data protection notice of the EUSurvey tool](#)  
The EU Survey external system uses:

- Session "cookies" in order to ensure communication between the client and the server. Therefore, user's browser must be configured to accept "cookies". The cookies disappear once the session has been terminated.
- Local storage to save copies of the inputs of a participant to a survey in order to have a backup if the server is not available during submission or the user's computer is switched off accidentally or any other cause. The local storage contains the IDs of the questions and the draft answers.
- IP of every connection is saved for security reasons for every server request.
- Once a participant has submitted one's answers successfully to the server or has successfully saved a draft on the server, the data is removed from the local storage.

By participating on this survey you confirm you have read and understood the data protection notice above.

## About you

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\* Which one of the following best describes you?

- Patient or carer
- Representative of patient or consumer organisation
- Healthcare professional
- Representative of healthcare professional organisation
- Veterinarian
- Farmer or Farmers' Organisation
- Academia
- Pharmaceutical industry employee or consultant - Human medicines

- Pharmaceutical industry employee or consultant - Veterinary Medicines
- Representative of pharmaceutical industry organisation
- Journalist
- Representative of not-for-profit organisation
- Representative of EU institution
- Representative of EU National Competent Authority
- Representative of health technology assessment body
- Representative of regulator outside EU
- Other

**In which country are you based?**

Belgium

**How important is the information provided by EMA for you or your organisation?**

	Not important	Of limited importance	Moderately important	Important	Indispensable
Please rate:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

**Tools**

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**Which of the following are you aware of or have you used recently ?**

*News*

	I am aware	I have used recently	I am not aware
EMA press releases and news items	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Safety communications (Public Health Communications)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
CHMP meeting highlights	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
PRAC meeting highlights	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

*Summaries for the public*

	I am aware	I have used recently	I am not aware
Medicine overviews	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Public summaries of orphan designation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summaries of CHMP opinions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
EMA information on medicines shortages	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Direct healthcare professional communications	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

*EMA on social media*

	I am aware	I have used recently	I am not aware
YouTube channel	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Twitter account	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
LinkedIn account	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

*Other*

	I am aware	I have used recently	I am not aware
EMA workshop/conference reports	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
EMA annual report	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visual materials (e.g. infographics, videos, photos and illustrations)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Service for answering external queries (AskEMA)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
EMA newsletters (e.g. Human Medicines Highlights, SME newsletter)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
EMA information emails for targeted stakeholders	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

**How helpful do you find the following visual materials that EMA produces?**

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful	Don't know
Infographics, infocards, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Photos and illustrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leaflets and brochures	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you name an example and what you liked or disliked about the mentioned materials?

*400 character(s) maximum*

The materials used to explain the mechanism of action, regulatory pathways (e.g. rolling review, conditional marketing authorisation) & present status updates for COVID-19 vaccines were very useful. The infographics & the photos with key messages used for updates on social media have a consistent & easy to recognise design & the text is very easy to understand both by experts and general public.

How could EMA improve its use of visual materials?

400 character(s) maximum

It would be useful to develop materials that provide updates and explanations beyond COVID-19-related activities and products. Moreover, the general public could benefit from seeing more materials that explain in an easy and clear way different EMA activities (e.g. how the safety of medicinal products is evaluated)

### How helpful would you find the following?

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful	Don't know
All visual materials available in one area of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
All visual materials retrievable through the website search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Individual visual materials available in more than one format (e.g. PDF, JPEG, PNG)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Other suggestions:

400 character(s) maximum

While there are plenty materials available, sometimes it is hard to find them on the EMA website. We believe that collecting all of them in a special library for visuals and improving the search function on the website would be beneficial.

### How would you rate EMA's corporate website ([www.ema.europa.eu](http://www.ema.europa.eu))?

	Very poor	Poor	Average	Good	Very good	Don't know
*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Please explain why you gave this rating:

400 character(s) maximum

The website contains lots of useful information but sometimes it's hard to find it. A more intuitive way of structuring it would be beneficial. Also, it's complicated to follow the journey of the products under review or on the market. It would be useful to have a connection between all the procedures taking place for the same product (start of marketing authorisation, CHMP, PRAC, referrals etc)

### Which aspects of the EMA website do you find most useful?

400 character(s) maximum

Direct links to a specially created page for information about COVID-19 products, tracking of all marketing authorisations, links to PIL and SmPC, explanation of the review process for applications of medicinal products.

### How could the EMA website be improved?

400 character(s) maximum

Better structuring of information to ensure a smoother user experience, ensuring connection between different pieces of information. We would appreciate also to have information about new products uploaded faster (PIL, SmPC, EPAR) as well as information about post-approval changes (procedural steps taken and information after authorisation).

## Use

### How often do you use communication materials prepared by EMA?

	Everyday	At least once a week	At least once a month	A few times a year	Less than a few times a year	Never
Read	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disseminate	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reproduce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### For which purpose do you use communication material prepared by EMA?

- For my or my organisation's own information
- For my work
- As a source for my or my organisation's own communications
- To disseminate the information provided
- Other

Please specify

- Internally within my organisation
- Externally through my organisation's website
- Through social media
- Through other channels

## Rating

Please rate the following statement:

**EMA is sufficiently open and transparent in its activities**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain why you gave this rating:

400 character(s) maximum

We believe that in most of the areas, EMA is very transparent. The COVID-19 pandemic was a positive example when EMA was very fast in making the information publicly available and providing updates via the press briefings. However, sometimes we would like to see information (also non-COVID-19 related) coming faster and more clearly.

**How open and transparent is EMA compared with other regulatory authorities worldwide?**

	Less open and transparent than others	The same as others	More open and transparent than others	Don't know
*	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain why you gave this rating:

*400 character(s) maximum*

The assessment depends on the regulatory authority it is compared with. During the COVID-19 pandemic, EMA showed more openness and transparency compared to other regulatory authorities.

**Overall, how do you rate EMA's external communication?**

	Very negatively	Mostly negatively	Neither positively nor negatively	Positively	Very positively	Don't know
*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain why you gave this rating:

*400 character(s) maximum*

EMA's external communication during COVID-19 was very active and we would like to see this approach implemented for non-COVID areas. Moreover, we found very useful the bi-weekly press briefings livestreamed for the general public during COVID-19.

**Please rate the following aspects of EMA's external communication:**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
Timeliness – EMA communication materials are available when I need them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity – the key messages in EMA communication materials are clear and well presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of understanding – the language used is understandable for non-expert users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Translations – the use of languages other than English in EMA communications is sufficient and wider use of other EU languages is not necessary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Accessibility – I can easily find the information I am looking for on the EMA website	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Means used to communicate – EMA makes good use of various communication tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness – EMA communication materials are useful for me or my work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Completeness – EMA communication materials provide all the information I need	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Objectivity – EMA communication materials provide me with balanced information about medicines	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of social media – EMA's Twitter, YouTube and LinkedIn accounts provide useful and user-friendly content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any comments or suggestions:

*400 character(s) maximum*

**Thinking specifically about the COVID-19 pandemic, please rate the following aspects of EMA's communication materials:**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
Timeliness - EMA communication materials on COVID-19 are available when I need them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity - the key messages in EMA communication materials on COVID-19 are clear and well presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Usefulness - EMA communication materials on COVID-19 are useful for me or my work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Can you name an example and what you liked or disliked about it?

400 character(s) maximum

We appreciated the frequent contact with journalists and the general public, as well as the creation of a dedicated page on COVID-19 on the EMA website. Moreover, the well-prepared explanations about the rolling review and conditional approval processes as well as updates on the safety information for the COVID-19 vaccines were very helpful.

How can EMA improve its communication on the COVID-19 pandemic?

400 character(s) maximum

Offer evidence-based explanations for the myths around the assessment of COVID-19 vaccines, especially considering the expected surge in cases in the season to come.

## Engagement

Please rate the following statement:

**EMA is sufficiently engaging stakeholders (e.g. patients, healthcare professionals, academia, industry, media) in its activities.**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain why you gave this rating:

400 character(s) maximum

We appreciate the establishment of stakeholder platform meetings to ensure dialogue, the creation of small task-forces to work on specific topics as well the communication of the EMA Strategy to 2025.

**How do you rate EMA's engagement with stakeholders compared to other international institutions and/ or regulatory authorities worldwide?**

	EMA is worse at engaging with stakeholders than others	EMA is just as good at engaging with stakeholders as others	EMA is better at engaging with stakeholders than others	I don't know
*	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Are you aware of any practice or initiative that other regulatory authorities have in place to engage with stakeholders and from which EMA could learn?**



400 character(s) maximum

**How often do you consult any of the following pages on EMA’s corporate website?**

	At least once a week	At least once a month	A few times a year	Less than a few times a year	I never consult this page	I was not aware of this page
<a href="#">Information for patients and carers</a>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Information for healthcare professionals</a>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Information for animal health professionals</a>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Information for pharmaceutical industry</a>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Information for media</a>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">Information for academia</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How could EMA improve these pages?**

400 character(s) maximum

## Your suggestions

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**Do you have any additional suggestions for how EMA could improve its external communication?**

500 character(s) maximum

In order to increase the amount of population reached, it would be worth considering creating an Instagram page for the EMA, as it reaches different types of population than LinkedIn and Twitter and a higher number (especially in eastern Europe where Twitter is very rarely used).

### Contact

[Contact Form](#)

