



## Patient Information

### On the issue of Patient Information

lead theme = what is the best medication for the individual patient in a given situation.

- Importance of transparency and information
- doctors welcome the well informed patient but that they have major problems with a misinformed patient
- doctors have a direct interest in helping to guarantee the conditions to produce validated high quality information

The question is: information on **what**?

Not only medication but also on diseases :

information is not the same concept as knowledge and therefore it needs to be decided:

- Is it sufficient to 'just' explain the disease?
- Is it necessary to include explanations on how to treat a disease?
- Are ethno/cultural differences being considered?
- What different levels of information do we want and for which target groups?
- And finally, **who informs**?

Patient-Doctor relationship is at the core of the healthcare process

This trust can be raised by the equal availability of reliable and objective information.

### On new roles for industry and stakeholders:

#### CPME

- definitely opposes all direct-to-consumer-advertising for prescription medicines
- would welcome a direct commitment from industry on this subject rather than repeated attempts to bypass this principle.
- would gladly participate in the organisation of a stakeholder platform which should explore ways to promote and exchange good practices, overcome barriers to equal access to information
- actions developed within the Pharmaceutical Forum should be included in an overall strategy for information to patients on diseases and treatment options. These outcomes should be used as input for the further development of art 88a.

### Conclusions:

- CPME considers that there is no such thing as "A" patient. "The" individual patient needs information to be adapted to his/her individual situation.