



European
Life Science Circle

25. June 2007
Brussels



WELCOME

“How to ensure high quality
information to patients”

Pharmaceutical Forum-26.06.07

- Article 88a Directive 2004/27 EC

Within **three years** of the entry into force of the Directive 2004/726/EC, the Commission shall, present to the European Parliament and the Council a report on current practice with regard to information provision – particularly on the Internet - and its risks and benefits for patients.

EU = enlightened citizen



25. June 2007

Dr. Jorgo Chatzimarkakis MEP

Objective

- Competitiveness through self management of the patient (Push/Pull)
- Long-term cost reduction

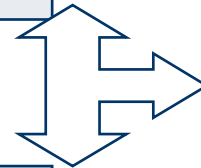
Today:



Package
Leaflet



Website?
(restricted)
UK, SWE, NL



Reliable

but

not sufficiently
informative



HOW TO MAKE THE RELIABLE SOURCE MORE INFORMATIVE?

Task of EU =

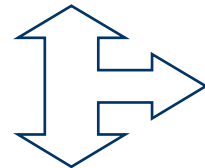
High level of human health protection;
improving public health by promoting as well health information (Art 152 EC Treaty)

Setting out **information strategy** to ensure good quality information (Directive 2004/27 EC)

Additional information on the internet
(e.g. via google)

Informative
but
not always reliable

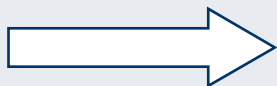
Media Dissemination



Advertising



prohibited



HOW TO MAKE THE INFORMATION MORE RELIABLE?

Legislation until 2009 compulsory

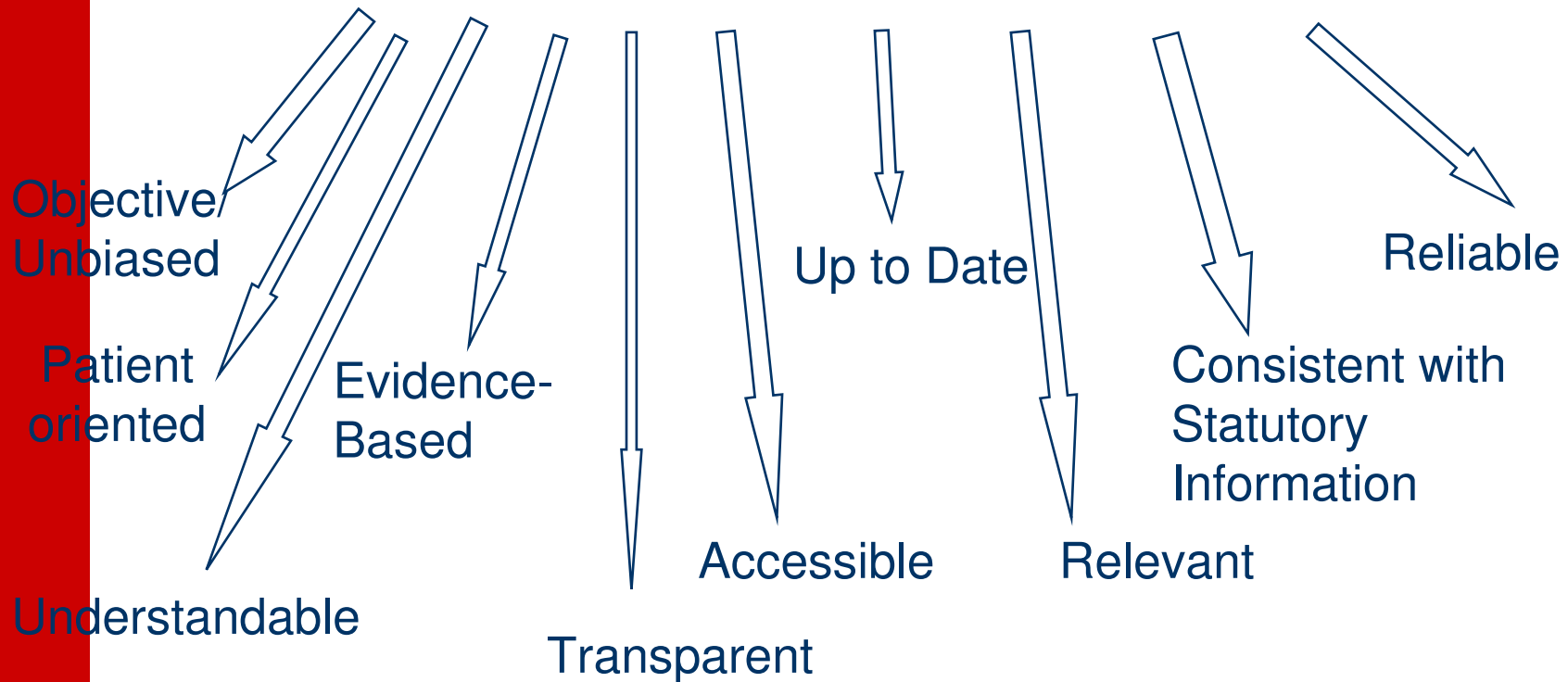
Otherwise:

- Delay of many years-
stagnation is regression!
- Actual situation (Google/Internet)
becomes more and more dangerous

No Advertising !

**Advertising for prescription-only medicine
is and will remain forbidden in the
European Union**

Quality Criteria



How to make Information available?

- Member states
- Patients
- Doctors/ Practitioners
- Pharmacists
- Social insurance
- Pharmaceutical industry

Self Regulatory Body



Development of

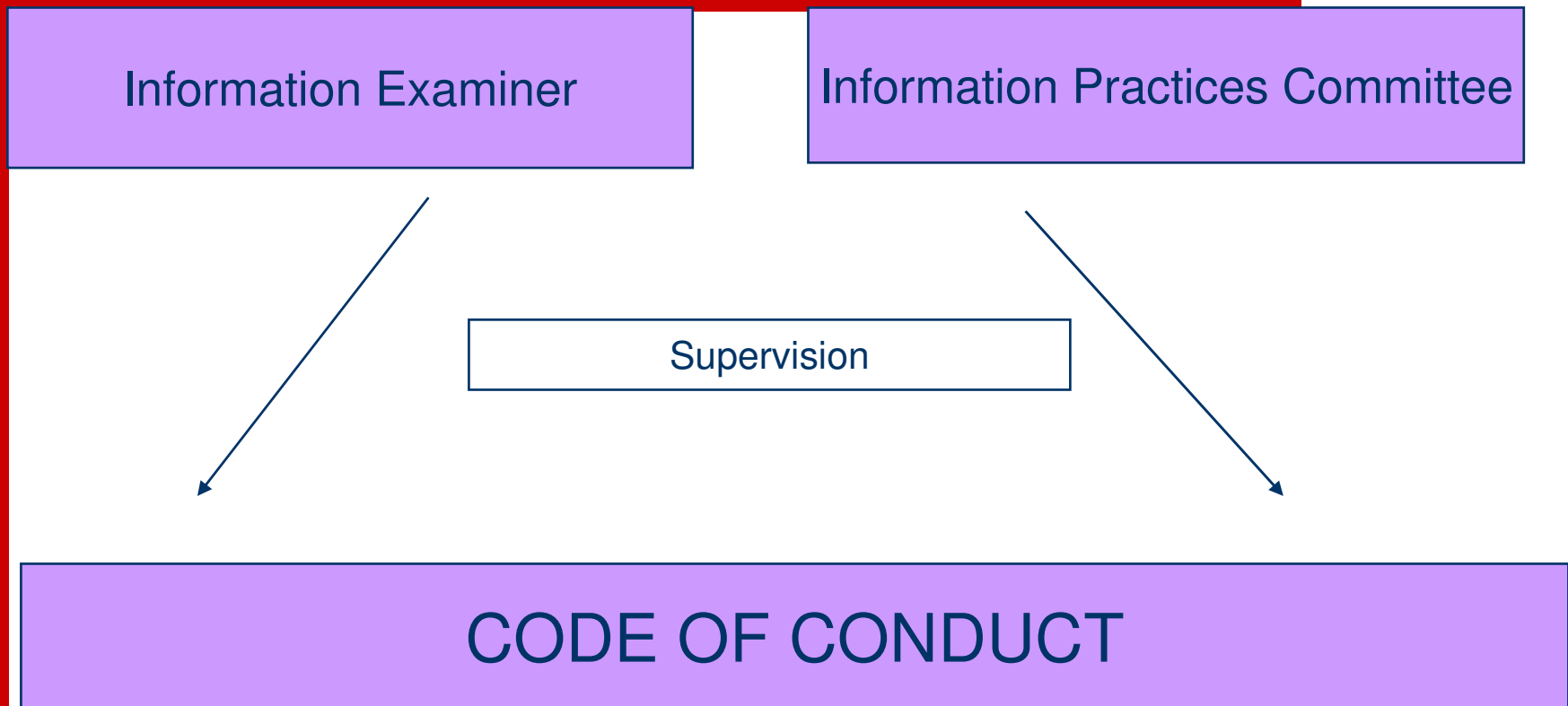
Code of Conduct

- Setting up content-requirements of patient information additional to what is already laid down at EudraPharm
- Application of high quality information
- Monitoring rules for the application of the code of conduct

EU- Guidelines

- Developed by the College of the European Commission
- Contents:
 - Creating basic rules of procedure
 - Setting up members of the self regulatory body
 - Creating control mechanism and tools such as a European network and database
 - Quality principles
 - Enforcement of sanctions

How to make Information available?- Part II



Speakers

- Mr. Lönngren, EMEA
„High Quality Information- A possible role of EMEA?“
- Mr. Blanck, LIF
„ Code of conduct as an efficient tool- the Swedish experience“

Speakers

- Ass Prof. Dr. Gänshirt, EHCF
„Direct communication to patients- a concept tailored to the desires of patients in Europe“
- Ass. Prof. Dr. Dr. Harms, EHCF
„ The Swiss model of communication tailored to patients“

Speakers

- Mr. Terberger, DG Enterprise and Industry
„ The EU Commissions´ point of view“
- Dr. Auer, Ministry of Health Austria
„ Council of the European Union: Member States View“