

COMMUNICATION POLICY

The Agency for Medicinal Products and Medical Devices (HALMED) performs tasks related to providing information and ensuring education on medicinal products and medical devices in line with the Medicinal Products Act (Official Gazette No. 76/13). As a public authority, HALMED is obliged to provide access to information in a manner and under conditions prescribed by the Freedom of Information Act (Official Gazette No. 25/13).

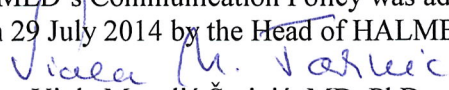
In the area of public health interest, HALMED's goal is to enable the general public and other stakeholders to obtain information about the safety, quality and efficacy of medicinal products and medical devices. In order to achieve this objective, HALMED promptly and effectively communicates the messages on the benefits and the risks associated with medicinal products and medical devices, and every other relevant information from its scope of work.

HALMED's principal stakeholders are general public, patients, healthcare professionals, pharmaceutical and medical devices industry representatives, other national and EU regulatory bodies and media representatives as external stakeholders, and HALMED's employees as internal stakeholders. HALMED's Public Relations Office, in cooperation with other HALMED's employees, is responsible for performing tasks related to the communication, providing information and maintaining relationships with the HALMED's stakeholders. In its communication, HALMED uses plain language to provide messages that are clear, consistent, objective and easy to understand. In addition, HALMED encourages a two-way communication and engagement of its stakeholders.

To fulfil its communication goals, HALMED employs a variety of communication channels, tools and activities. HALMED's website is used as a primary channel for communicating relevant information from its scope of work to the general public and other external stakeholders. The website should be easy-to-read, rich in content and regularly updated. In communicating with its external stakeholders HALMED uses other tools and activities, which include regular responding to enquiries, organising events such as lectures, seminars, workshops, conferences, etc., sending newsletter, issuing publications like annual activity reports, brochures, leaflets, etc., conducting media related activities including press releases, press conferences, media statements, interviews, etc., conducting public education campaigns, cooperating with HCP and patient organisations, advertising, etc. Internal communication is also managed through a variety of communication channels, tools and activities, which include intranet, HALMED's website, e-mail, telephone, enabling the access to documents related to HALMED's work such as strategic plans, reports, meeting minutes, etc., regular face-to-face meetings with heads of divisions and departments, regular team-buildings, etc.

HALMED continuously works towards identifying its stakeholders' interests, opinions, expectations, knowledge and needs, and acting correspondingly. Feedback solicited through annual satisfaction survey, enquiries, official complaints, annual stakeholder meeting and other mechanisms is used to improve the overall functioning and operation of HALMED. The effectiveness of the communication activities and public perception of HALMED's work are continuously monitored and measured by systematic monitoring of media clippings, performing their analyses, as well as analyses of comments and other inputs received from HALMED's stakeholders.

HALMED strives to continuously develop the most suitable communication tools for each of its stakeholder groups, and build on a perception of an effective regulatory body which is independent in delivering decisions and is a reliable source of information for its stakeholders.

HALMED's Communication Policy was adopted
on 29 July 2014 by the Head of HALMED

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