



AIM

Association Internationale de la Mutualité

HAI EUROPE SEMINAR

“Ensuring Independent Medicine Information in Europe”

Promotion of unbiased information

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*An international association for
universal principles*



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Reliable values which make the difference

- Human well being
- Solidarity and responsibility
- Autonomous management
- Not-for-profit orientation



Pharmaceutical Forum - Members

- European Commission
- European Parliament
- Member States
- Stakeholders:
 - EFPIA, Europabio, EGA, AESGP, GIRP
 - PGEU, CPME,
 - EPF,
 - ESIP, **AIM**



Patient information

- AIM objectives
 - Informed and empowered patient: knowledge-based decision - responsible health behaviour
 - Goal: provide tools and guidance to citizens to identify high-quality information
 - EU quality label or trust mark
 - No DTCA
 - Respect specific role of each actor
- Difficult challenge for AIM or “**Impossible Mission**”
 - Prepare with EFPIA a list of quality criteria



Quality principles

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- Assessment and validation
- Unbiased
- Evidence-based
- Up-to-date
- Reliable
- Understandable
- accessible
- Transparent
- Relevant and appropriate

Final result

- Objective and unbiased
- Patient-oriented
- Evidence-based
- Up to date
- Reliable
- Understandable
- Accessible
- Transparent
- Relevant and appropriate
- Consistent with statutory information



Unbiased Principle: AIM definition

- **Elaboration** of information: encompasses all available sources
- **Content**: impartial and free from conflict of interest
- **Wording**: neutral and non directive

≠ Objective : refers only to content



Diabetes factsheet

- Intransparency of methodology and no quality criteria
- Omissions and mistakes
- No added value



AIM veto on second Forum progress report

- ESIP-AIM letter to Forum Members
- Reservation on PPP
- No added value for EU disease factsheets
- Ex ante validation process
- Proposals
 - Citizens Empowerment through unbiased validated information: quality mark
 - Launch stock taking process
 - EU quality label
 - Benchmarking of good practices
 - Collaboration of national bodies
 - Maintain ban on DTCA



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Thank you for your attention

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