The European Medicines Agency (EMA) Launches Its New Web Site In July 2010

Similar To The U.S. Food And Drug Administration (FDA), This European Union Agency Approves And Monitors Safety Of Medicines

(Posted by Tom Lamb at www.DruglnjuryWatch.com on July 19, 2010; see http://bit.ly/bRv8EB)

The <u>European Medicines Agency (EMA) is an agency of the European Union (EU)</u>. The EMA is responsible for the evaluation and supervision of medicines for human use in Europe, like our FDA does here.

On July 15, 2010 the new European Medicines Agency (EMA) web site was launched.

As background, the EMA is responsible for the scientific evaluation of applications for European marketing authorizations for human medicines, to start, and the EMA monitors the safety of medicines through a pharmacovigilance network, thereafter, taking appropriate actions if adverse drug reaction reports suggest that the benefit-risk balance of a medicine has changed since it was first authorized by the EMA.

From the June 2010 EMA announcement, "European Medicines Agency launches new website":

The site has been completely redesigned and rebuilt to optimize usability for the Agency's key online audiences and build on existing activities to improve openness and transparency.

The Agency website now receives an average of half a million unique visits per month and is a key resource for patients, healthcare professionals, regulators and those interested in the regulation and safety of medicines in the European Union.

Some of the website's new features include:

Quick medicine searches: Allows you to search for human and veterinary medicines by name and active substance and for herbal medicinal substances by name

An online library: Enables you to search for all Agency documents currently online through a search on title and date published online.

Improved navigation: More intuitive labeling and improved organization of content so that browsing is quicker for all audience groups

Audience landing pages: Flags information of specific value to different key users

Online calendar and news search: Allows you to keep up to date with the latest news and events at the Agency

RSS feeds: Brings information straight to you as soon as it is published online.

Through 2010 and 2011 the Agency will continue to work on improving the website by increasing the use of multimedia and improving search functionalities.

For those with an interest in the safety of prescription drugs, and to see how the EMA compares with our FDA, you may want to pay a visit to the <u>new EMA web site</u> when you have an opportunity.