



Social Media Toolkit

**28th ANNUAL CONFERENCE
HILTON MALTA HOTEL, MALTA
14-16 JUNE 2023**

#ACCESSFORALL



JOIN US!

This year our Annual Conference will take place in Malta from 14th to 16th June 2023 in the Hilton Malta Hotel.

It will be an occasion to reunite delegates from the industry, governments, and many European and international organisations active in the healthcare sector and discuss the future of patient health and a competitive pharmaceutical environment.



How can I engage with the Annual Conference?

- Make sure you follow us on our Social Media accounts.
Twitter: [@medicinesforEU](https://twitter.com/medicinesforEU)
LinkedIn: [Medicines for Europe](https://www.linkedin.com/company/medicines-for-europe/)
- Retweet, share, like and/or comment the related content.
- Create your own content or take inspiration from some of the posts listed in this toolkit

Key topics of this year will be:

- Exchanging views on how **European pharmaceutical legislation** can build medicine security in Europe
- Exploring how generic, biosimilar and value added medicines can improve **access to treatment** and improve public health outcomes reducing the disparity in healthcare between countries
- Touching upon complex and interrelated problems, such as climate change and **antimicrobial resistance (AMR)**, and discussing how to address these challenges through investment in green manufacturing, sustainable supply chains and slowing the development of resistance
- Discussing the role of strategic **medicines procurement** and functioning markets in ensuring the availability of medicines in all European countries
- Debating the **importance of partnership and collaboration** in our sector
- Examining the role that **cooperation between international public health organisations and the off-patent pharmaceutical industry** can play in expanding access to treatments in low- and middle-income countries and in responding to humanitarian crises




Useful links

Event page – <https://bit.ly/410c2MR>
Registration link – <https://bit.ly/3nKrazl>
Programme – <https://bit.ly/3Ks3skj>
Factsheets – <https://bit.ly/3GcJNm4>
Infographics – <https://bit.ly/432ZBkY>
Podcast – <https://bit.ly/434SMjc>
AMR Industry alliance report – <https://bit.ly/40yEqFS>
Ukraine visual – <https://bit.ly/3MbvS3m>
Shortages visual – <https://bit.ly/3KuT4Zo>
Shortages visual (2) – <https://bit.ly/3zykUNL>
Shortages visual (3) – <https://bit.ly/3lZqsxT>

We advise to use some of the suggested hashtags below when you are referring to the online campaign:

#MedsforEU23
#AccessForAll #HealthierEU

Also, if you would like to add some color to your posts, please find below some emojis that could work:

- 📊 Value Added Medicines
 - 💊 Pharma, Generic Medicines
 - 🔬 Biosimilar Medicines
 - 📅📄✍️ Save the date, Register
 - 🔓 Access
 - 🔗 Supply chain
 - 🏭 Industry
 - 🏥📄🔬🧬 Healthcare, Research
 - 💡 Innovation
 - 🦠 AMR
- 



Suggested social media posts

14 – 16 June, in Malta, Medicines for Europe’s Annual Conference will be an opportunity for discussing #AccessForAll and the influence of the #EUPharma legislation on our sector!

Find more information

#AccessForAll #HealthierEU #MedsforEU23

REGISTER NOW for Medicines for Europe’s Annual Conference, Malta, 14 – 16 June and get ready to join a conversation on #Generic, #Biosimilar, #ValueAddedMeds and the impacts that they can have for patients!

#AccessForAll #HealthierEU #MedsforEU23

Patients need better and equal access to treatment but what can we do to achieve an #HealthierEU?

Explore with us the possible answers in Malta, 14 – 16 June!

#AccessForAll #MedsforEU23

SESSION 1 – Boosting public health outcomes in Europe

Don’t miss the annual conference of Medicines for Europe, an opportunity to discuss the future of public health in Europe, 14 – 16 June, Malta.

Check the program

And register

#AccessForAll #HealthierEU #MedsforEU23

How can we address the disparities in #access across Europe?

Join our Annual conference, 14 – 16 June, Malta to find possible solutions at our panels

#AccessForAll #HealthierEU #MedsforEU23

#Generic, #Biosimilar & #ValueAddedMeds can improve access to treatment and improve public health outcomes across Europe.


If you want to know more, check Medicines for Europe’s website

#AccessForAll #HealthierEU #MedsforEU23

SESSION 2 - Increasing medicines manufacturing capacity in Europe

The expansion of European manufacturing capacity can create new jobs, boost local economies, and promote greener medicines productions.

Register for Medicines for Europe Annual conference, Malta, 14 – 16 June, for more



#AccessForAll #HealthierEU #MedsforEU23

If you want to know what can be done to increase medicines manufacturing capacity in Europe, don't miss the upcoming Medicines for Europe's Annual conference
#AccessForAll #HealthierEU #MedsforEU23

Stimulating investment in manufacturing and supply for Europe will be a method to prevent shortages. In Malta, 14 – 16, we will discuss possible ways at the Medicines for Europe's Annual conference. Register now!

#AccessForAll #HealthierEU #MedsforEU23



SESSION 3 – Addressing medicine shortages: fixing a broken off-patent medicines market

We need a EU-based cooperation mechanism on shortages to be put in place to address and prevent the risk of shortages!

We will explore possible solutions at the Medicines for Europe Annual Conference taking place in Malta, 14 – 16 June

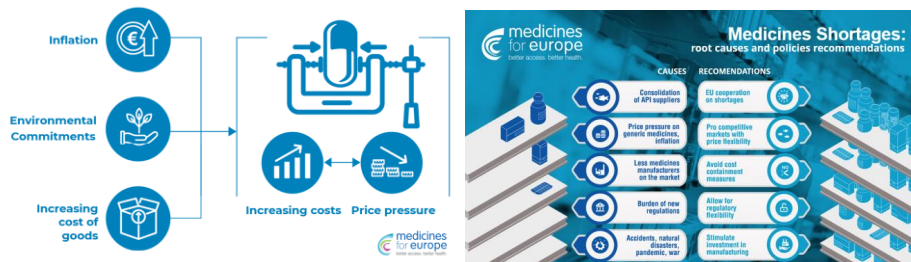
#AccessForAll #HealthierEU #MedsforEU23

We need the EU to address the multifactorial root causes of medicines shortages related to:

- 📄 Economic causes
- 💧 External factors (like disasters and war)
- ⚖️ Regulatory burdens

Can threaten medicines supply chains. But don't lose hope!

At our Annual conference in Malta, 14 – 16 June we will discuss possible solutions





SESSION 4 – Building strategic partnerships with the off-patent medicines industry

The off-patent industry needs a strategic partnership to grant #AccessForAll patients in Europe. Register for the upcoming Medicines for Europe Annual conference, Malta 14 – 16 June, and join the conversation

#AccessForAll #HealthierEU #MedsforEU23

14 – 16 June, Malta: Join us to discover all on strategic partnerships with the off-patent medicines industry
Find more details on the program

And register on our website

#AccessForAll #HealthierEU #MedsforEU23

Register for the Medicines for Europe annual conference if you would like to discover how competition can lead to continuous improvement and innovation in our industry

Malta, 14 – 16 June

#AccessForAll #HealthierEU #MedsforEU23

SESSION 5 - Building a healthier world: Tackling AMR

Many are the risks for patients related to #AMR as the latest report from AMR industry showed Medicines for Europe dedicated one entire session to this threat during their annual conference

Check the program

#AccessForAll #HealthierEU #MedsforEU23

The collaboration of pharmaceutical industry, healthcare providers, policymakers, and stakeholders can be a way to address #AMR.

Register for Medicines for Europe's Annual conference, Malta, 14 – 16 June, to join the conversation

#AccessForAll #HealthierEU #MedsforEU23

#DYK that the off-patent industry can contribute to reducing the impact of #AMR and improving patient outcomes?

Register for the upcoming Medicines for Europe's Annual conference, Malta 14 – 16 June, and join the conversation

#AccessForAll #HealthierEU #MedsforEU23

SESSION 6 – Global health crisis spotlight

What were the lessons learned from the Ukrainian crisis?

We will discuss them at the upcoming Medicines for Europe's Annual conference, Malta 14 – 16 June

Register now

#AccessForAll #HealthierEU #MedsforEU23

The better response to global crises can come from cooperation of international public health organisations & the off-patent pharmaceutical industry.



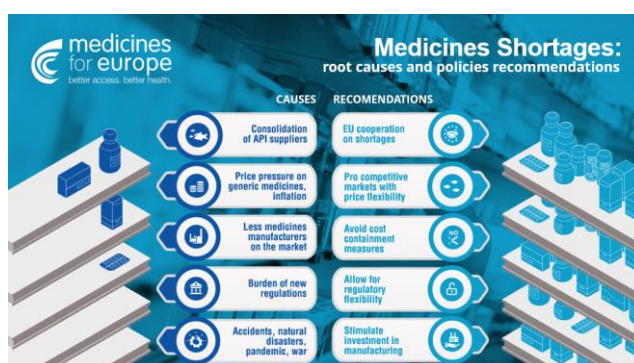
Join Medicines for Europe's Annual conference to join the conversation, taking place in Malta, 14 – 16 June
#AccessForAll #HealthierEU #MedsforEU23

International organisations can foster better access in low- and middle-income countries and to discover how, don't miss the last session of the Annual Conference organised in Malta, 14 – 16 June, by Medicines for Europe
#AccessForAll #HealthierEU #MedsforEU23

Social media visuals





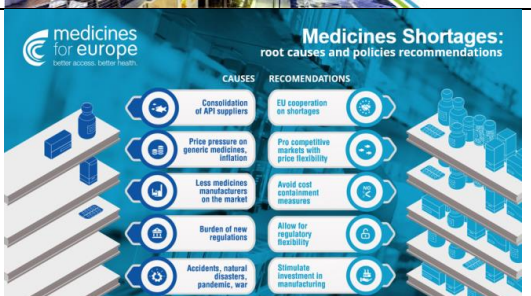
You can find here below a list of visuals that can support the dissemination of the event online. Part of them can be modified according to your necessities.

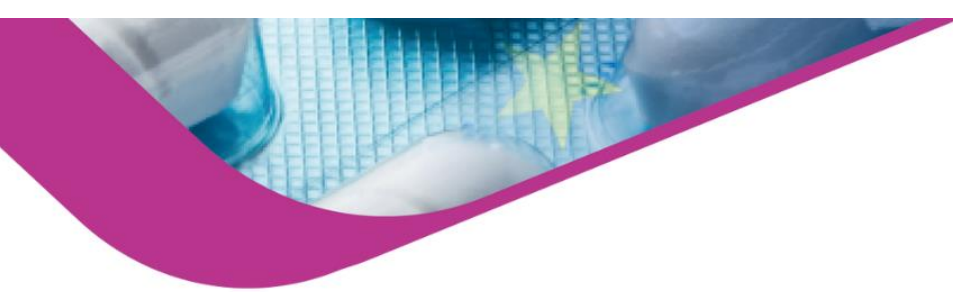
Please find [here](#) the PowerPoint containing all the visuals, while by clicking on the visual below (or any else on this document), you can have access to the whole folder with all the elements.



MfE social media plan

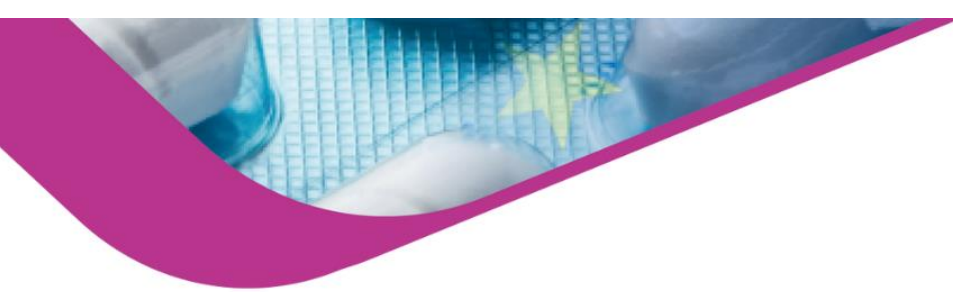
Date	Text	Visual
<p>18/04</p>	<p>Join us in Malta, 14 – 16 June, to discuss to the improvement of patient health and a competitive pharmaceutical environment! Find more on our website And register https://bit.ly/3nKrazl #AccessForAll #HealthierEU #MedsforEU23</p>	
<p>21/04</p>	<p>We need to boost public health outcomes and #AccessForAll to medicines in Europe. These topics will be discussed in Malta during our annual conference, Don't miss it! https://bit.ly/410c2MR #HealthierEU #MedsforEU23</p>	
<p>24/04</p>	<p>We can ensure supply of medicines in Europe by increasing manufacturing capacity. To discover how don't miss our Annual Conference, this year taking place in Malta, 14 – 16 June https://bit.ly/410c2MR #AccessForAll #HealthierEU #MedsforEU23</p>	
<p>26/04</p>	<p>What's the role of strategic medicines procurement and functioning markets in ensuring the availability of medicines in all European countries? Register for our Annual Conference, in Malta, 14 – 16 June https://bit.ly/3nKrazl #AccessForAll #HealthierEU #MedsforEU23</p>	
<p>28/04</p>	<p>It is continuous Improvement that creates competition, and collaboration can make continuous Improvement and innovation easier and more successful. We will dive into the topic in Malta, 14 – 16 June Join us! https://bit.ly/3nKrazl #AccessForAll #HealthierEU #MedsforEU23</p>	

<p>02/05</p>	<p>In the latest report from AMR industry highlighted the risks or #AMR - https://bit.ly/40yEqFS We will discuss them at our upcoming Annual conference in Malta, 14 – 16 June. Visit our website for more information https://bit.ly/410c2MR #AccessForAll #HealthierEU #MedsforEU23</p>	 <p>medicines for europe better access. better health. 28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL <i>Check the programme!</i></p>												
<p>04/05</p>	<p>When international public health organisations & the off-patent pharmaceutical industry cooperate, we can have better responses to humanitarian crises. Join us in Malta, 14 – 16 June to discover more https://bit.ly/410c2MR #AccessForAll #HealthierEU #MedsforEU23</p>	 <p>medicines for europe better access. better health. 28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL <i>Register now!</i></p>												
<p>06/05</p>	<p>At our upcoming Annual Conference, we will discuss the availability of medicines in all European countries and how to prevent shortages. Join us in Malta, 14 – 16 June https://bit.ly/3nKrazl #AccessForAll #HealthierEU #MedsforEU23</p>	 <p>medicines for europe better access. better health. 28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL <i>Join us!</i></p>												
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<p>10/05</p>	<p>Register now for our Annual Conference and join the discussion on manufacturing in Europe and possible ways to prevent shortages! Malta, 14 – 16 June https://bit.ly/3nKrazl #AccessForAll #HealthierEU #MedsforEU23</p>	 <p>medicines for europe better access. better health. Medicines Shortages: root causes and policies recommendations</p> <table border="1"> <thead> <tr> <th>CAUSES</th> <th>RECOMMENDATIONS</th> </tr> </thead> <tbody> <tr> <td>Consolidation of API suppliers</td> <td>EU cooperation on shortages</td> </tr> <tr> <td>Price pressure on generic medicines, imitation</td> <td>Pro-competitive markets with price flexibility</td> </tr> <tr> <td>Less medicines manufacturers on the market</td> <td>Avoid cost containment measures</td> </tr> <tr> <td>Burden of new regulations</td> <td>Allow for regulatory flexibility</td> </tr> <tr> <td>Accidents, natural disasters, pandemic, war</td> <td>Stimulate investment in manufacturing</td> </tr> </tbody> </table>	CAUSES	RECOMMENDATIONS	Consolidation of API suppliers	EU cooperation on shortages	Price pressure on generic medicines, imitation	Pro-competitive markets with price flexibility	Less medicines manufacturers on the market	Avoid cost containment measures	Burden of new regulations	Allow for regulatory flexibility	Accidents, natural disasters, pandemic, war	Stimulate investment in manufacturing
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<p>12/05</p>	<p>Many are the causes for #medicines shortages, but also, there are multiple solutions to address the problem and avoid supply chain ruptures</p> <p>Register for our upcoming Annual conference, Malta 14 – 16 June, and join the conversation https://bit.ly/3Ks3skj</p> <p>#AccessForAll #HealthierEU #MedsforEU23</p>	<p>medicines for europe better access. better health.</p> <p>28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL</p> <p><i>Check the programme!</i></p>
<p>15/05</p>	<p>What's the road ahead for the off-patent medicines industry?</p> <p>Innovation and competition can build strategic partnerships to grant better #access.</p> <p>Register for our Annual conference, Malta 14 – 16 June, and join the conversation https://bit.ly/410c2MR</p> <p>#AccessForAll #HealthierEU #MedsforEU23</p>	<p>medicines for europe better access. better health.</p> <p>28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL</p> <p><i>Join us!</i></p>
<p>18/05</p>	<p>#AMR represents a critical public health issue and off-patent medicines can provide a way to improve patients outcomes.</p> <p>Register for our Annual Conference to discover the advantages of these medicines, Malta, 14 – 16 June</p> <p>https://bit.ly/3nKrazl</p> <p>#AccessForAll #HealthierEU #MedsforEU23</p>	<p>medicines for europe better access. better health.</p> <p>28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL</p> <p><i>Register now!</i></p>
<p>20/05</p>	<p>When health crisis become global, cooperation can help everyone towards better outcomes.</p> <p>In Malta, 14 – 16 June, experts from the off-patent sector will analyse responses to crisis.</p> <p>Find more on our website https://bit.ly/410c2MR</p> <p>#AccessForAll #HealthierEU #MedsforEU23</p>	<p>medicines for europe better access. better health.</p> <p>28th ANNUAL CONFERENCE HILTON MALTA HOTEL, MALTA 14-16 JUNE 2023 #ACCESSFORALL</p> <p><i>Join us!</i></p>
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31/05

2 weeks from now our Annual conference will take place in Malta, 14 – 16 June.

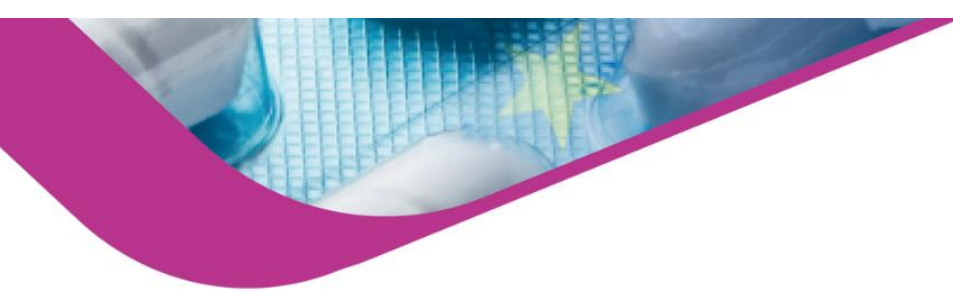
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medicines for europe
better access. better health.

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#ACCESSFORALL

Join us!





Right before the Annual conference, the Legal Affairs Conference, **#LAC23**, will also take place in Malta, Visit our [website](#) for more information.

While would like to thank you for your interest in engaging with the Annual Conference online, we invite you to direct any inquiries referring to the use of this document to Marta: mpratico@medicinesforeurope.com

