



# Social media TOOLKIT

**#VAM23**

**#VAMWEEK**

## VAMweek & VAM Conference Combined Social Media Toolkit

The **#VAMweek** & **#VAM23** will be back in November!

This time of the year we would like to shed a light on VAMs during the **5<sup>th</sup> Value Added Medicines Conference** on **7 November** “**Repurposing, a paradigm shift in access to treatment**” through exchange of views of healthcare professionals, patients, policy makers from the off-patent world, especially in view of the EU Pharmaceutical Legislation revision. VAMs, which result from repurposing existing therapies, can play a crucial role in increasing access to treatment and better addressing the needs of patients, healthcare providers and healthcare systems in an affordable manner.

Simultaneously, on 6 – 10 November the **#VAMWEEK** will take place: an online campaign that represents a great opportunity to showcase the benefits that these medicines bring to patients' health and the whole healthcare community.

This year, for its third edition, the topic of the online campaign will be **Repurposing** and what it does represent for the off-patent world.

We have picked 5 different focus for each day of the **#VAMweek, 6 – 10 November 2023**, as follows:

- **Monday 6 Nov** – Repurposing: what it is and its benefits
- **Tuesday 7 Nov** – VAM Conference
- **Wednesday 8 Nov** – VAMs supporting paediatrics treatment
- **Thursday 9 Nov** – Recognising the value of VAMs
- **Friday 10 Nov** – What is needed to make repurposing a reality



**medicines  
for europe**  
better access. better health.

**5<sup>th</sup> VALUE ADDED MEDICINES  
CONFERENCE  
THE HOTEL, BRUSSELS  
7 NOVEMBER 2023**

#VAM23

**Click on the pictures of this documents to have access to their editable version!**

## HOW TO GET INVOLVED

To participate in the **#VAMweek** or to promote the **VAM Conference** you can use any of the content of this Toolkit, visuals and/or text. You can also retweet, share, like or comment on Medicines for Europe posts or share your own content.


If you would like to engage with #VAM week, you can

- Register through our event page
- Follow us on our Social Media accounts.
  - Twitter: [@medicinesforEU](#)
  - LinkedIn: [Medicines for Europe](#)
- Use the main hashtags **#VAMweek**, **#VAM23** and **#ValueAddedMeds**
- Share any of following links in your posts:
  - [Event page](#)
  - [Registration link](#)
  - [Programme](#)
  - [#HealthierTogether - Neurological diseases](#)
  - [#HealthierTogether - respiratory diseases](#)
  - [Report: Advancing Medicines Repurposing on the EU](#)
  - [VAM White paper](#)
  - [Scientific Advice for Continuous Innovation in Known Molecules](#)
  - [A dedicated evaluation framework for value added medicines](#)
  - [Do you think you know your medicines? – Value Added Medicines](#)
  - [All infographics](#)

- Useful emojis

 #MedsRepurposing

 Innovation

 Access


  Save the date,  
Register

**Moreover**, in the last two pages of this toolkit you will find some social media suggestions to support you during **#VAMweek** and, together with it, Medicines for Europe Corporate accounts social media plan.



### Join the #VAMweek!

|                       |   |
|-----------------------|---|
| Monday, 6 November    | Repurposing: what it is and its benefits      |
| Tuesday, 7 November   | VAM Conference                                |
| Wednesday, 8 November | VAMs supporting paediatric treatment          |
| Thursday, 9 November  | Recognising the value of VAMs                 |
| Friday, 10 November   | What is needed to make repurposing a reality? |

 value added medicines

## Social Media Messages

#VAM23



5<sup>th</sup> VALUE ADDED MEDICINES  
CONFERENCE  
THE HOTEL, BRUSSELS  
7 NOVEMBER 2023

#VAM23

*Register now!*

### General Messages

07/11: Get ready for the #VAM Conference organised by @MedicinesforEU. This represents a great opportunity to listen to the latest updates from the #ValueAddedMeds world. Registration is open!

What will the #PharmaLegislation review mean for #ValueAddedMeds and patients? Register for the #VAM Conference by @MedicinesforEU & join the #VAMweek and get to know all the latest news!

### Session 1 - Unlocking the potential of repurposing through the new pharmaceutical legislation

The proposal for a new #PharmaLegislation marks a further step in acknowledging the importance of #ValueAddedMeds for patients.

Register for #VAM23, 7/11 and join the #VAMweek starting on 6/11 to get all the latest ne

#ValueAddedMeds can address treatment challenges for patients and the innovation they can bring to healthcare can be reinforced through the new #PharmaLegislation. Join the conversation during #VAM23, register now!

A proposal for the new #PharmaLegislation proposes several measures specifically targeted to off-patent innovation. To discover what this does mean for #ValueAddedMeds, join #VAM23, 07/11!

Register now

### Session 2 - What would be needed to make repurposing a reality?

#MedsRepurposing has been recognized as an important strategy to deliver safe, effective, and affordable medicines which targets patient needs.

Join #VAM23 on Nov 7 to discover all the latest news

Through the @EMA's STAMP project #MedsRepurposing can be explored to meet patients' needs.

Join the upcoming #VAM23 conference and join the discussion on the future of #ValueAddedMeds

07/11: In Brussels, join Medicines for Europe's #VAM23 to discuss #MedsRepurposing to explore how to advance the European repurposing ecosystem for patients!

Register now and follow #VAMweek to get all the updates over the week

### **Session 3 - Barriers, Facilitators and incentives for innovation in the off patent sector**

Often, #ValueAddedMeds benefits are not recognised despite all the efforts by EU companies investing in them.

Join the upcoming #VAM23 conference and get to know the possibilities that are out there for the off-patent industry

#ValueAddedMeds can bring huge benefits for the whole healthcare community with the right incentives.

Join #VAM23, 7 November, to discover how companies can navigate among the possibilities

#DYK that the EU is the second largest market for #ValueAddedMeds? #VAM23 represents the ground to map out barriers & facilitators for the market to enhance the options towards affordable innovation.

7/11, register now

### **Session 4 - Looking to the future: health data & new ways of evidence generation**

With a growing pool of real world patient data available, companies and researchers are more easily able to explore novel uses of existing medicines.

Register to #VAM23 to join the discussion on the road ahead

Patients have profited from novel uses of existing medicines and innovative treatment may lead the road to better and wider access to care!

Register to #VAM23 to be part of the road ahead



During the final session of #VAM23, we will cover the role of health data, how it is currently used and the impact on bringing better treatments to patients.

Register now



## Medicines for Europe's VAM Conference Social Media Plan

| Date                  | Text  | Visual   |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
|-----------------------|---|--|--------------------|--|---------------------|----------------|-----------------------|--------------------------------------|----------------------|-------------------------------|---------------------|---|
| 8/9                   | <p>On November 7 @MedicinesforEU's #VAM23 Conference is back in Brussels!<br/>           Visit our website to get all the latest updates on the event<br/> <a href="https://www.medicinesforeurope.com/events/vam23/">https://www.medicinesforeurope.com/events/vam23/</a><br/>           and register now!</p> |  <p>value added medicines<br/> <small>medicines for europe sector group</small></p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>       THE HOTEL, BRUSSELS<br/>       7 NOVEMBER 2023<br/> <small>#VAM23</small></p> <p><i>Register now!</i></p>  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| 12/9                  | <p>7/11, Brussels: Register for #VAM23 to discover how the #PharmaLegislation is bringing new opportunities for #ValueAddedMeds and healthcare systems, Don't miss the #VAMweek 06/11 – 10/12 to discover more on #VAMs</p>   |  <p>value added medicines<br/> <small>medicines for europe sector group</small></p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>       THE HOTEL, BRUSSELS<br/>       7 NOVEMBER 2023<br/> <small>#VAM23</small></p> <p>Session 1<br/> <small>Unlocking the potential of repurposing through the new pharmaceutical legislation</small></p> <p><i>Register now!</i></p>   |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| 15/9                  | <p>In order to deliver safe, effective, and affordable medicines, the @EMA has developed the STAMP project to advance on #MedsRepurposing.<br/>           We will discuss challenges and implications at #VAM23, 7/11: join us!</p>   |  <p>value added medicines<br/> <small>medicines for europe sector group</small></p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>       THE HOTEL, BRUSSELS<br/>       7 NOVEMBER 2023<br/> <small>#VAM23</small></p> <p>Session 2<br/> <small>What would be needed to make repurposing a reality?</small></p> <p><i>Register now!</i></p>  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| 18/9                  | <p>6 – 10 November: MARK YOUR CALENDARS!<br/>           This year #VAMweek is exploring the value of #MedsRepurposing!<br/>           Get ready to learn all the latest updated on #ValueAddedMeds and how they bring innovation in known medicines!</p>  |  <p>Join the #VAMweek!</p> <table border="1" data-bbox="973 1243 1378 1400"> <tr> <td>Monday, 6 November</td> <td>Repurposing: what it is and its benefits</td> </tr> <tr> <td>Tuesday, 7 November</td> <td>VAM Conference</td> </tr> <tr> <td>Wednesday, 8 November</td> <td>VAMs supporting paediatric treatment</td> </tr> <tr> <td>Thursday, 9 November</td> <td>Recognising the value of VAMs</td> </tr> <tr> <td>Friday, 10 November</td> <td>What is needed to make repurposing a reality?</td> </tr> </table> <p>value added medicines</p> | Monday, 6 November | Repurposing: what it is and its benefits | Tuesday, 7 November | VAM Conference | Wednesday, 8 November | VAMs supporting paediatric treatment | Thursday, 9 November | Recognising the value of VAMs | Friday, 10 November | What is needed to make repurposing a reality? |
| Monday, 6 November    | Repurposing: what it is and its benefits  |  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| Tuesday, 7 November   | VAM Conference  |  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| Wednesday, 8 November | VAMs supporting paediatric treatment  |  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| Thursday, 9 November  | Recognising the value of VAMs   |  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| Friday, 10 November   | What is needed to make repurposing a reality?   |  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| 21/9                  | <p>The European #ValueAddedMeds market represents ¼ of the US one. What are the measures that can be adopted in supporting companies to invest in #MedsRepurposing?<br/>           Join #VAM23 and discover more</p>  |  <p>value added medicines<br/> <small>medicines for europe sector group</small></p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>       THE HOTEL, BRUSSELS<br/>       7 NOVEMBER 2023<br/> <small>#VAM23</small></p> <p>Session 3<br/> <small>Barriers, Facilitators and incentives for innovation in the off patent sector</small></p> <p><i>Register now!</i></p>   |                    |  |                     |                |                       |                                      |                      |                               |                     |   |
| 24/9                  | <p>Join #VAM23 to have a peek to what the future of #ValueAddedMeds may look like thanks to the information collected from real world experience.<br/>           7/11 - BXL, find more information on the programme</p>   |  <p>value added medicines<br/> <small>medicines for europe sector group</small></p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>       THE HOTEL, BRUSSELS<br/>       7 NOVEMBER 2023<br/> <small>#VAM23</small></p> <p>Session 4<br/> <small>Looking to the future: health data &amp; new ways of evidence generation</small></p> <p><i>Register now!</i></p>  |                    |  |                     |                |                       |                                      |                      |                               |                     |   |

|       |  |  |
|-------|--|--|
| 26/9  | <p>Register for the upcoming #VAM23!<br/> On 7 November, we will meet in Brussels with a wide range from the healthcare community to discuss the opportunities for #ValueAddedMeds.<br/> Join us in Brussels</p>   |    |
| 28/9  | <p>SAVE THE DATES: 6 – 10 November<br/> One month from now join us for the #VAMweek!<br/> Don't miss out on the opportunity to share your knowledge on #ValueAddedMeds shedding a light on their importance for patients</p>   |    |
| 30/9  | <p>How #MedsRepurposing of medicines can bring significant benefits to patients, healthcare professionals and health systems?<br/> We will join experts from the off-patent sector to discuss possible outcomes!<br/> See the programme of #VAM23 for more information</p> |   |
| 3/10  | <p>Adapting to #MedsRepurposing may represent a challenge for stakeholders in healthcare, this is why we are dedicating an entire session on the potential tools to address the future of #ValueAddedMeds</p>  |  |
| 6/10  | <p>7/11: register for #VAM23 to discover how companies can navigate the current system for policy options aiming at affordable innovation through #ValueAddedMeds<br/> Find more on our website</p>  |  |
| 10/10 | <p>The #VAMweek will be back this year 6 – 10 November: follow the hashtag to get a complete overview of #ValueAddedMeds and #MedsRepurposing!</p>   |  |



|       |  |  |
|-------|--|--|
| 13/10 | <p>#DYK that #ValueAddedMeds help improve therapy adherence to deliver better health outcomes for patients?<br/>Join #VAM23 to discover more!</p>  |  <p>value added medicines<br/>medicines<br/>A G E N T I N G S</p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>THE HOTEL, BRUSSELS<br/>7 NOVEMBER 2023<br/>#VAM23</p> <p>Session 1<br/>Unlocking the potential of repurposing through the new pharmaceutical legislation</p> <p><i>Register now!</i></p> |
| 18/10 | <p>Thanks to the collection of real world data, it's easier for the off-patent sector to find novel uses of known medicines. How it positively affects patients will be discussed at #VAM23, Nov 7- BXL register now!</p>  |  <p>value added medicines<br/>medicines<br/>A G E N T I N G S</p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>THE HOTEL, BRUSSELS<br/>7 NOVEMBER 2023<br/>#VAM23</p> <p>Session 4<br/>Looking to the future: health data &amp; new ways of evidence generation</p> <p><i>Register now!</i></p>          |
| 24/10 | <p>Two weeks from now we will discuss all the latest advancements on #ValueAddedMeds in Brussels<br/>Don't miss all you need to know on these innovative medicines<br/>Check the programme<br/><br/>&amp; register</p>   |  <p>value added medicines<br/>medicines<br/>A G E N T I N G S</p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>THE HOTEL, BRUSSELS<br/>7 NOVEMBER 2023<br/>#VAM23</p> <p><i>Register now!</i></p>  |
| 30/10 | <p>#MedsRepurposing represents a golden opportunity to bring better treatments in an affordable manner. To untap all its potential, it's time to build a policy environment that facilitates continuous innovation for #ValueAddedMeds.<br/>07/11: Register for #VAM23 to discover more.</p> |  <p>value added medicines<br/>medicines<br/>A G E N T I N G S</p> <p>5<sup>th</sup> VALUE ADDED MEDICINES CONFERENCE<br/>THE HOTEL, BRUSSELS<br/>7 NOVEMBER 2023<br/>#VAM23</p> <p><i>Join us!</i></p>  |



## Social Media Messages: #VAMweek






| Topic  | Messages   |
|--|--|
| <b>Monday 6 Nov – Repurposing: what it is and its benefits</b> | <p>#MedsRepurposing is the possibility of finding a new uses for existing medicines, leading to faster and more cost-effective treatments for patients in need.</p> <p>#MedsRepurposing can benefit patients all over the world through continuous innovation on known medicines. It can lead to</p> <ul style="list-style-type: none"> <li>● New therapeutic uses and expanded #access to treatment</li> <li>● Better efficacy, safety &amp; tolerability</li> <li>● Improved health outcomes</li> </ul> <p>Follow the #VAMweek do don't miss any updates on #Repurposing</p>   |
| <b>Tuesday 7 Nov – VAM Conference</b>                          | <p>#ValueAddedMeds represent a category of innovation that through #MedsRepurposing can bring benefits to the whole healthcare community!</p> <p>Today, #VAM23, is the best place to discuss it</p> <p>Today in Brussels, at #VAM23, the future of #MedsRepurposing will be discussed to understand how the #PharmaLegislation can boost access to treatment</p> <p>Follow and use the hashtag #VAMweek to continue the conversation.</p>  |
| <b>Wednesday 8 Nov – Focus on paediatrics</b>                  | <p>#MedsRepurposing can expand treatment to paediatric patients in a safe affordable manner.</p> <p>Follow the hashtag #VAMweek to discover all the advantages of #ValueAddedMeds</p> <p>Today, as many as 27% of essential oral oncology medicines lack safe age-appropriate formulations for children. #ValueAddedMeds can provide paediatric patients with safer, more appropriate treatment.</p> <p>#DYK that over the past 5 years a value added medicine aimed at epilepsy has helped to treat almost 7 million seizures in children? Join #VAMweek to discover all the benefits of VAMs!</p>  |
| <b>Thursday 9 Nov – Recognising the value of VAMs</b>          | <p>#MedsRepurposing can bring treatments for indications or populations where no approved therapies exist, support patients adhere to treatment and lower the burden on healthcare providers among other benefits.</p> <p>With #ValueAddedMeds 🎯 this is possible - Follow #VAMweek to discover more</p> <p>Recognising the benefits of #ValueAddedMeds is crucial to ensuring development and patient access to affordable innovation.</p> <p>We will explore more on this strategy during the #VAMweek, join us!</p> <p>💡</p> <p><a href="https://www.medicinesforeurope.com/wp-content/uploads/2023/04/evaluation-framework-final.pdf">https://www.medicinesforeurope.com/wp-content/uploads/2023/04/evaluation-framework-final.pdf</a></p> |

**Friday 10 Nov – What is needed to make repurposing a reality**

We can make #Medsrepurposing a reality through a fit for purpose regulatory framework  & recognising #ValueAddedMeds as a category of innovation   
Follow the hashtag: #VAMweek for more

The #PharmaLegislation review can be a game changer for current ecosystem, recognising the value of #MedsRepurposing  
Follow #VAMweek for more

**Medicines for Europe Social Media Plan**

| Date | Text   | Visual                             |
|------|--|------------------------------------|
| 6/11 | <p>Follow the hashtag #VAMweek to discover all the benefits #ValueAddedMeds can bring to patients such as</p> <ul style="list-style-type: none"> <li> New therapeutic uses and expanded #access to treatment</li> <li> Better efficacy, safety &amp; tolerability</li> <li> Improved health outcomes</li> </ul> <p>As part of the @Remedi4All consortium we support #MedsRepurposing  as one of the main strategies for sustainable health systems and better #access to treatment.<br/>#R4A<br/><a href="https://remedi4all.org/">https://remedi4all.org/</a> </p> | [Don's video]                      |
| 7/11 | <p>How can #MedsRepurposing build the path towards more accessible off-patent innovation for #ValueAddedMeds which expands #access for patients -<br/>Read our PR - #VAMweek<br/>Join the #VAMweek and discover our tips for a simplified regulatory pathway for #VAMs</p>   | [PR preview]                       |
| 8/11 | <p>Thanks to #ValueAddedMeds almost 7 million seizures in children have been treated over the past 5 years!<br/>Would you like to know more about all the advantages of #MedsRepurposing ?<br/>Follow #VAMweek!</p>  | [Link to position paper + preview] |

|                     |  |                                 |
|---------------------|--|---------------------------------|
| <p><b>9/11</b></p>  | <p>💡 Supporting patients adherence to treatment</p> <p>💡 Lowering the burden on healthcare providers</p> <p>are just some of the benefits that #MedsRepurposing has to offer and we will explore more during the #VAMweek -, follow the hashtag!</p> |                                 |
| <p><b>10/11</b></p> | <p>We can make #Medsrepurposing a reality through a fit for purpose regulatory framework 🖋️ &amp; recognising #ValueAddedMeds as a category of innovation 💡</p> <p>Follow the hashtag: #VAMweek for more</p>   | <p>[Link to position paper]</p> |