



medicines
for europe

better access. better health.



Annual Conference

Social media toolkit

Background

Join us in Sitges (Barcelona) for the 27th Medicines for Europe **Annual Conference!**

It's time to take a look at the progress made in Europe after the pandemic and to understand the impact of the revision of the EU pharmaceutical legislation on our industry.

Key topics

- What risks and opportunities for your product launches will result from changes in EU intellectual property rules?
- How will health systems cope with treating thousands of patients left behind during Covid-19 and how will this impact the demand for generic, biosimilar and value added medicines?
- How can generic and biosimilar medicines fill the access gap between wealthy and less wealthy countries in Europe?
- What policies can drive value added medicines for unmet health needs?
- Which policies really work to deliver better access and more sustainable biosimilar medicine markets? And which policies don't?
- How does the EU plan to ease medicines shortages and how will this affect your business?
- Which EU policies will strengthen manufacturing and supply chain resilience?



The banner features a light blue background with a vertical gradient bar on the left containing the website www.medicinesforeurope.com. It includes the Medicines for Europe logo with the tagline "better access. better health." and the event details: "2022 Annual Conference" and "Dolce Sitges Hotel, Sitges (Barcelona)". The dates "29 JUNE - 1 JULY 2022" and the hashtag "#ACCESSFORALL" are displayed at the bottom. The banner also contains three diamond-shaped images: a coastal town, a laboratory, and a doctor in a white coat.

www.medicinesforeurope.com

medicines
for europe
better access. better health.

2022
Annual Conference
Dolce Sitges Hotel, Sitges (Barcelona)

29 JUNE - 1 JULY 2022 - #ACCESSFORALL

How can I engage with the Annual Conference?

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

What content can I share?

This toolkit contains social media content that you can use to promote the Annual Conference 2022 either from your personal or corporate accounts.

Inside this document, there is a link to a [Drive](#) that allows you to download an editable PowerPoint with all the key visuals. They can be used to personalise messages or to translate the content into other languages. At the end of this toolkit, you will find the official social media plan of the Medicines for Europe corporate accounts.

If you are creating content starting from zero, feel free to add any of the following links to direct the audience to our website.

Event - <https://bit.ly/3ywTAAx>

Registration - <https://bit.ly/3FkAPld>






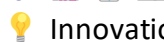
Programme – <https://bit.ly/3L20S1s>

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

#MedicinesforEU or **#MedsforEU22**

#AccessforAll

If you would like to add some colour 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

Social Media Posts

Save the date

SAVE THE DATES 29 Jun – 1 Jul

This year, our Annual Conference, is taking place in Sitges (Spain) where we will discuss the impact of the revision of the #EUPharmaStrategy on the off-patent industry.

Visit our website for more information

#AccessforAll

<https://bit.ly/3FkAPld>

.@medicinesforEU Annual Conference will take place in Spain between 29 Jun and 1 Jul.

Visit the website to get all the latest updates on the event and on #access to medicines.

#MedsforEU22

<https://bit.ly/3FkAPld>

SAVE THE DATES

It's time to discuss the progress in Europe after the pandemic and the impact of the #PharmaStrategy on the medicines industry.

The upcoming Annual Conference by @medicinesforEU is the place to be!

Visit their website for more information

<https://bit.ly/3FkAPld>

Session 1 – Future-proofing healthcare systems in Europe

The consequences of the COVID-19 pandemic are impacting patients globally, so we are looking ahead on how to rebuild resilient health systems for the future.

Don't miss the @medicinesforEU Annual Conference, 29 Jun – 1 Jul, to learn more

#MedsforEU22

<https://bit.ly/3FkAPld>

The last 2 years have posed unprecedented challenges to health systems. It's time to understand the possible active role of off-patent medicines in a post-pandemic future.

Join the @medicinesforEU Annual Conference to discover more

#MedsforEU22

<https://bit.ly/3FkAPld>

The COVID-19 pandemic highlighted the challenges for global pharmaceutical supply chains. The panellist in session 1 of the @medicinesforEU Annual Conference will reflect on the future actions to take

Register now #MedsforEU22

<https://bit.ly/3FkAPld>

Session 2 – A sustainable EU ecosystem for Value Added Innovation

Join the @medicinesforEU Annual Conference to understand how the #PharmaStrategy represents a historic opportunity for R&D investment in off-patent medicines to address unmet health needs.

Register now #MedsforEU22

<https://bit.ly/3FkAPld>

It's time to build a sustainable European ecosystem to incentivise the development of #ValueAddedMeds.

Register for the @medicinesforEU Annual Conference to discover more, 29 Jun – 1 Jul:

#MedsforEU22

<https://bit.ly/3FkAPld>

The #EUPharmaStrategy is an opportunity to sustain innovation in the off-patent medicines sector, consequently moving towards more incentives for #ValueAddedMeds.

The upcoming @medicinesforEU Annual Conference is the place to learn more

#MedsforEU22

<https://bit.ly/3FkAPld>

Session 3 – Reshaping national market policies to ensure availability

New pricing & reimbursement models for generic #medicines & procurement reforms are necessary for a more sustainable medicines market that secures #access to medicines for patients.

Join us at @medicinesforEU Annual Conference to find out more

#MedsforEU22

<https://bit.ly/3FkAPld>

Securing long-term competitive markets is central to supply security and preventing medicines shortages. At the @medicinesforEU Annual conference, we will address new pricing and reimbursement models.

29 Jun – 1 Jul in Sitges (Spain)

#MedsforEU22

<https://bit.ly/3FkAPld>

At the @medicinesforEU Annual Conference we will discuss new pricing models for generic medicines that ensure healthy market competition allowing patients to continue to have access to their treatment.

Don't miss it. Register now!

#MedsforEU22

<https://bit.ly/3FkAPld>

Session 4 – Building strong European co-operation to prevent and mitigate shortages

What role can the EU play in preventing and mitigating medicine shortages? What could the role of the health union package be?

Register for the upcoming Annual conference @medicinesforEU to discover the answers, 29 Jun – 1 Jul,

#MedsforEU22

<https://bit.ly/3FkAPld>

To address the issue of medicine shortages, concerted action at European level is essential.

Join the @medicinesforEU Annual Conference to find out what measures should be taken to ensure #access to treatment for patients & medicines supply.

#MedsforEU22

<https://bit.ly/3FkAPld>

The @medicinesforEU Annual Conference, 29 Jun – 1 Jul, represents an opportunity for a patient-centric dialogue on the role of institutions, regulators & the HTC community as a whole, in preventing&mitigating medicine shortages.

Register now!

#MedsforEU22

<https://bit.ly/3FkAPld>

Session 5 – Incentivising a robust and global industry for resilient supply in Europe

We want resilient supply chains for our patients!

The @medicinesforEU Annual Conference is going address this topic, focusing on key challenges and barriers that need to be addressed to reinforce medicines manufacturing.

Register here

#MedsforEU22

<https://bit.ly/3FkAPld>

The current challenges and barriers in ensuring resilient supply to European patients need to be addressed.

Join the @medicinesforEU Annual Conference to understand how

#MedsforEU22

<https://bit.ly/3FkAPld>

What can be done to ensure the EU remains a leader and an innovator in medicines manufacturing? Join the discussion at the Annual conference @medicinesforEU, 29 Jun – 1 Jul.

Register below

#MedsforEU22

<https://bit.ly/3FkAPld>

Session 6 – Planning for the long-term: the biosimilar market in 2035

For 15 years, #BiosimilarMedicines have contributed to increasing access to care in Europe.

Join the Annual conference @medicinesforEU to understand how national markets are developing strategies to prepare for the future.

#MedsforEU22

<https://bit.ly/3FkAPld>

#BiosimilarMedicines represent a pivotal pillar for patient care and their sustainability is influenced by national policies.

Join the upcoming @medicinesforEU Annual Conference, 29 Jun – 1 Jul, to discover future scenarios.

#MedsforEU22

<https://bit.ly/3FkAPld>

@medicinesforEU's Annual Conference, 29 Jun – 1 Jul, will close with a panel on #BiosimilarMedicines and how national strategies can influence the sustainability of the market and patient access to biological medicines.

Register now! Don't miss it.

#MedsforEU22

<https://bit.ly/3FkAPld>

Social Media Visual Content

Please help us promote our key event by disseminating the visuals below.

By clicking on any of the images, you will be redirected to a Drive containing the PNG versions of the pictures together with a PowerPoint presentation that can be edited according to your necessities.



Visuals

The 16th Legal Affairs Conference will also take place in the Dolce Sitges Hotel on 29 June 2022. Visit our [website](#) for more information.

You can also use our brand-new [podcast](#) to leverage the promotion of the event. It counts two episodes focusing on **Value Added Medicines** and inequalities in **access** to treatment in different EU region, with a focus on the CEE region.

We would like to thank you for your interest in engaging with the Annual Conference online.

If you have any inquiries referring to the content or the way to communicate it, please feel free to contact us:



Press: Kate koregan@medicinesforeurope.com

Social Media: Marta P. mpratrico@medicinesforeurope.com

Medicines for Europe Social Media plan

Date	Text	Visual
16/05	<p>📅 29 June – 1 July</p> <p>Save these dates & register for our Annual Conference if you would like to take part in the discussion on sustainability of medicines markets, shortages and security of supply, & intellectual property reforms</p> <p>#AccessforAll #MedsforEU22</p> <p>https://bit.ly/3FkAPld</p>	
19/05	<p>📅 29 June to 1 July, register for the Annual Conference, where we will discuss the impact of and progress following the pandemic as well as the #PharmaStrategy with experts from the field.</p> <p>#AccessforAll #MedsforEU22</p> <p>https://bit.ly/3FkAPld</p>	
23/05	<p>From the beginning of the COVID-19 pandemic, healthcare systems were challenged in many ways. In our upcoming #MedsforEU22 Annual Conference, 29 Jun – 1 Jul, we will discuss possible solutions. If you haven't yet done so, register here:</p> <p>📄 https://bit.ly/3FkAPld</p> <p>+</p> <p>If you would like to know more about the challenges faced in CEE countries, listen to the second episode of our podcast!</p> <p>https://www.medicinesforeurope.com/podcast/</p> <p>#AccessforAll</p>	
25/05	<p>This June, we will discuss the future of the off-patent Pharma sector. What is the EU plan to address shortages? What are the measures from the #EUPharmaStrategy to address shortages?</p> <p>Register for our #MedsforEU22 Annual Conference to join the conversation</p> <p>📄 https://bit.ly/3FkAPld</p>	

	<p>#ValueAddedMeds need the creation of an ecosystem that supports continuous improvement in treatments. Join our #MedsforEU22 Annual Conference, 29 Jun – 1 Jul, to know how the #PharmaStrategy can sustain the innovation of the off-patent sector https://bit.ly/3FkAPld</p> <p>+ If you would like to know more about the benefits that #VAMs can give to patients and the HTC sector, listen to our podcast! https://www.medicinesforeurope.com/podcast/ #AccessforAll</p>	
30/05	<p>This June, we will discuss sustainability of medicines markets, shortages and security of supply, and intellectual property reforms during our #MedsforEU22 Annual Conference. Would you like to know more about it? Visit our website https://bit.ly/37me5EP #AccessforAll</p>	
1/06	<p>New pricing models for generic medicines and procurement reforms can ensure healthier competition in the European market and greater #access to treatment for patients Register to #MedsforEU22 Annual Conference to join the discussion https://bit.ly/3FkAPld</p>	
3/06	<p>The #MedsforEU22Annual Conference in June will be the perfect spot to discuss:</p> <ul style="list-style-type: none"> 🔑 #Access gaps in Europe ✘ Measures to address shortages 📈 Sustainable markets <p>Save your spot by registering on our website https://bit.ly/3FkAPld #AccessforAll</p>	
6/6	<p>Our core priority is to grant timely #access to medicines to every patient. We will discuss the key role of stakeholders in preventing and mitigating shortages during our #MedsforEU22 Annual Conference. Join us m 📄 https://bit.ly/3FkAPld</p>	

13/6	<p>European patients deserve timely #access to their treatments. We need a resilient supply chain that can make this possible. Join the discussion during the #MedsforEU22 Annual Conference, 29 Jun – 1 Jul 📅 https://bit.ly/3FkAPld #AccessforAll</p>	
16/6	<p>The #EUPharmaStrategy is looking towards more resilient supply chains and strong manufacturing in Europe. We will discuss this topic at our #MedsforEU22 Annual Conference. Follow all the updates here on Social Media and on our website ✓ https://bit.ly/37me5EP #AccessforAll</p>	
19/6	<p>To understand how national policies & practices are influencing the sustainability of #BiosimilarMedicines market and patient access to biological medicines, you shouldn't miss our Annual Conference. 29 Jun – 1 Jul, Register now 📄 https://bit.ly/3FkAPld #AccessforAll #MedsforEU22</p>	