From: ΑΝΝΑ ΣΙΔΗΡΟΠΟΥΛΟΥ [annasid@windowslive.com]
Sent: 07 April 2008 16:31
To: NARHI Ulla (ENTR)
Subject: eu public consultation on an ITP legal proposal

Quality differences in information about prescribed medicinal products between European member countries have made it necessary for the Commission to propose a central information strategy addressed to the European Parliament and the Council on the Report.

Taking under consideration that equal access of patients to information about prescribed medicines is an inalienable right of every citizen this proposal about public information regarding medicinal products appears to be a very interesting one as long as a unified frame of information will be created for all member-states. Of course all parameters of this proposal should be taken under consideration to reassure that healthcare professionals will remain the primary source of health information.

Basic axles should be banning of advertising of medicinal products, direct distinction of information from advertising and assortment of an easily assessable. transparent and unbiased information.

Proposition of patient information either passively through TV or radio programs or through audiovisual and written material which will be distributed to the public is a method that will easily appeal to the majority of the population. This information should be provided in the patient's own language to assure the abolishment of language barriers.

Citizens should also be informed actively through seminars and oral presentations or with written personal answers addressed to them by the pharmaceutical company based on their questions or complaints.

In my opinion, special notice should be given in the clarification of the rules on information provided by pharmaceutical companies. These rules should clearly ban the advertisement of prescription medicines. Also the information providers should take all measures necessary to assure that all information provided to the public either via TV ,radio or Internet will be objective, evidence-based. Comparisons between medical products should not be allowed and each Member-State should set up a national co-regulatory body that will monitor all information activities by the pharmaceutical industry

With best regards

Sidiropoulou Anna M.D,

Pharmacist

e-mail:annasidir@gmail.com

58,taki oikonimidi str. 55131

thessaloniki, GREECE