

European Commission
Attn Ulla Närhi
DG Enterprise & Industry, Unit F2 "Pharmaceuticals"
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Date 04-04-08

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PUBLIC CONSULTATION, Information to patients

Dear Ulla,

ZoZie Patient Advocacy is a new organization located in Holland. ZoZie Patient Advocacy operates on behalf of patients, carers and family who have long time experience with European healthcare systems. Our focus areas are Healthcare efficiency, pricing and information.

As part of our overall strategy to improve the quality of life of patients of all ages (and their families), one of our prime aims is to work for improvements on information to patients, healthcare and access to new medicines. In seeking improvements to the development and availability of information we have maintained an interest for some time in the whole area concerning information to patients, including the new legal proposals

We would like to use your request of consultation on the draft proposal concerning information to patients.

Introduction

As an European Advocacy organization focussing on the differences within the multiculture Healthcare systems we are aware of the significant differences regarding access of information to patients, we strongly support this statement.

Objectives and impact assessment

We believe that within this legal proposal there should be another objective. Since patients are being diagnosed and treated by healthcare professionals we believe that they have a specific task in giving equal and trustful information to patients within Europe. We strongly feel there should be an obligation to healthcare professionals presenting objective, reliable and good-quality information about all available treatments and medicines including the risk's and benefits.

We also would like you to ask to reconsider the ban on direct-to-consumer advertising. We believe that this part is old-fashioned and will endorse conflict of interest in prescribing medicines (Pharmaceutical companies only have the possibility to influence

the healthcare professional) and will not lead to innovative thinking within the medicine development. Within this proposal again patients are treated as if they are not allowed to have any influences in the way of dealing with their own disease. They must be allowed to be able to access all information and make a balanced judgement.

It would be helpful if you could acknowledge receipt of this letter. If necessary I can also send you a signed copy by ordinary postal mail. Should you wish to talk to me on the telephone, or meet with us, please do not hesitate to get in touch.

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Sincerely yours,

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