



COMMUNICATION ACTION PLAN 2022 – 2026

Podgorica, 8th of July, 2022



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Introduction

The Institute for Medicines and Medical Devices (CInMED) performs tasks related to providing information and ensuring education on medicinal products and medical devices in line with the Law on Medicines ("Official Gazette of Montenegro", No. 80/20) and Law on Medical Devices ("Official Gazette of Montenegro", No. 24/19). As a public authority, CInMED is obliged to provide access to information in a manner and under conditions prescribed by the Montenegrin regulations that define free access to information.

In the area of public health interest, CInMED's goal is to enable general public and other stakeholders to obtain information about the safety, quality and efficacy of medicinal products and medical devices. In order to achieve this objective, CInMED promptly and effectively communicates the messages on the benefits and the risks associated with medicinal products and medical devices, and every other relevant information from its scope of work.

CInMED continuously strives to maintain and further improve relationships with its stakeholders.

In its communication, CInMED uses plain language to provide messages that are clear, consistent, objective and easy to understand. In addition, CInMED encourages a two-way communication and engagement of its stakeholders.

CInMED is aware that only the proper selection of communication channels for risks associated information regarding medicines and medical devices ensures that new and emerging information on benefits and risks is brought to the attention of healthcare professionals and to the public in a timely manner.

Furthermore, the Institute will continue to follow the most recent transparency policy, bearing in mind that the standards of transparency are constantly increasing through time. Additionally, with an aim of continuous improvement in facilitating access to information for specific groups of stakeholders, the Institute's website will be redesigned.

Stakeholders

CInMED's stakeholders are a focus of its interest and communication with them is of crucial importance to CInMED.

CInMED's **external stakeholders** are general public, patients, healthcare professionals, pharmaceutical and medical devices industry representatives, other competent bodies for medicinal products and medical devices, media representatives and academia.

CInMED's **internal stakeholders** are its employees.

CInMED continuously works towards identifying its stakeholders' interests, opinions, expectations, knowledge and needs, and acting correspondingly.

Key messages

- CInMED protects and improves public health.
- CInMED is an independent competent authority that performs its tasks responsibly and professionally.
- CInMED cooperates closely with other competent bodies to ensure consistent communication.
- CInMED provides its stakeholders independent, science-based information on medicinal products and medical devices.
- CInMED has more than 10 years of experience in ensuring efficacy and safety of medicinal products and medical devices in Montenegro.

Communication channels, tools and activities

To fulfil its communication goals, CInMED employs a variety of communication channels, tools and activities. CInMED's website (www.cinmed.me) is used as a primary channel for communicating relevant information from its scope of work to the general public and other external stakeholders.

In addition to its website, in communicating with its external stakeholders CInMED uses additional tools and activities, which include:

- regular responding to enquiries,
- organising events (lectures, seminars, workshops, conferences, etc.),
- sending newsletter,
- issuing publications (annual activity reports, brochures, leaflets, etc.),
- conducting media related activities (press releases, press conferences, media statements, interviews, etc.),
- conducting public education campaigns,
- cooperating with HCP and patient organisations,
- advertising.

Internal communication is managed through a variety of communication channels, tools and activities, which include intranet, CInMED's website, e-mail, telephone, enabling the access to documents related to CInMED's work (strategic plans, reports, meeting minutes, etc.), regular face-to-face meetings with heads of divisions and departments, regular team-buildings, etc.

CInMED strives to continuously develop the most suitable communication tools for each of its stakeholder groups, and build on a perception of an effective regulatory body which is independent in delivering decisions and is a reliable source of information for its stakeholders. CInMED will establish new ways of communication and maintain those that are already well established. Introducing of the regular stakeholders meeting and redesigning of the website will be a part of these activities.

Responsibility for implementation

CInMED's Managing Director Office will be responsible for the implementation of the Communication Action Plan together with the Head of CInMED and Heads of all divisions.

Evaluation of effectiveness of communication activities and public perception

The effectiveness of the communication activities and public perception of CInMED's work are continuously monitored and evaluated by systematic monitoring of media clippings, performing their analyses, as well as analyses of comments and other inputs received from CInMED's stakeholders.

Feedback solicited through online satisfaction survey, enquiries, official complaints, stakeholder meetings and other mechanisms is used to improve the overall functioning and operation of CInMED.

Communication objectives

In line with CInMED's Strategy 2022-2026, one of five high-level strategic goals is cooperation at the national and international level/the visibility of the Institute, which includes delivering transparent, pertinent and well-timed communication to patients, the public and healthcare professionals.

CInMED's objectives connected to this goal are as follows:

- Prompt public oriented communication on safety, efficacy and quality issues,
- Strengthen CInMED's transparency,
- Strengthen engagement of patient associations, healthcare professional organisations and public in the activities of CInMED,
- Ensure the public and stakeholder perception of CInMED as an effective, independent and reliable regulatory institution.

Prerequisites

- Understanding of stakeholders' needs and expectations,
- Centralizing public relations processes/Spokesperson appointment,
- Establishing communication flows in CInMED,
- Training in the field of communication and public relations,
- Redesigning CInMED's website,
- Well-functioning website and use of more communication channels.

Communication Action Plan for 2022-2026

Objective	Actions	Communication channels and tools	Target audience	Responsibility for implementation	Timing	Evaluation / indicators
Prompt public oriented communication on safety, efficacy and quality issues	Timely deliver public oriented information on safety, efficacy and quality issues	Website / announcements Radio, television, press, news portals / press releases, press conferences, statements, reports Telephone, email / responses to citizen inquiries	All stakeholders	Head of the Centre for Medicines Authorisation, Head of the Centre for Medicines Quality, Safety and Efficacy Assessment, Head of the Centre for Marketing and Safe Use of Medicines, Head of the Centre for Medical Devices, Head of the Laboratory, Department for Legal Affairs and HR in collaboration with Managing Director Office	Continuously	Number of communication tools used Media monitoring
	Examine stakeholder attitudes on adequacy and communication policy	Website / stakeholder survey	All stakeholders	Head of the Centre for Medicines Authorisation, Head of the Centre for Medicines Quality, Safety and Efficacy Assessment, Head of the Centre for Marketing and Safe Use of Medicines, Head of the Centre for Medical Devices, Head of the Laboratory, Department for Legal Affairs and HR in collaboration with Managing Director Office	Continuously	Collected feedback
Strengthen CInMED's transparency	Publish minutes, CVs and declarations of interest for members of CInMED's committees	Website / documents	All stakeholders	Head of CInMED, Heads of all divisions, Managing Director Office	Continuously	Published documents
	Publish all relevant approved education materials dedicated to healthcare	Website / approved education materials	Healthcare professionals and patients	Head of CInMED, Heads of all divisions, Managing Director Office	Continuously	Approved education materials published

	professionals and patients					
	Examine stakeholder attitudes on website transparency	Website / stakeholders survey	All stakeholders	Head of CInMED, Heads of all divisions, Managing Director Office	Continuously	Collected feedback
Strengthen the engagement of patient associations, healthcare professional organisations and public in CInMED's activities	Review patient and public engagement models of other regulatory and state agencies and implement a plan for the more profound involvement of patients in regulatory activities of CInMED		Patient associations, healthcare professional organisations and the public	Managing Director Office		
	Improve collaboration with patient associations and healthcare professional organisations	Website / announcements Telephone, email / responses to inquiries received by patient associations and healthcare professional organisations Conferences, events and workshops / lectures, posters	Patient associations, healthcare professional organisations and the public	Managing Director Office	Continuously	Number of conferences, events and workshops organized Number of lectures and posters delivered
	Strengthen the possibilities of public involvement through new media	Website, social media / campaign (MedSafetyWeek)	Patient associations, healthcare professional organisations and the public	Managing Director Office	Continuously	Number of campaigns Campaign statistics
Ensure the public and stakeholder perception of	Participate in national and regional, health, online and specialist media in topics related	Website / announcements Radio, television, press, news portals / press releases,	Patient associations, healthcare professional	Managing Director Office	Continuously	Number of communication tools used

CInMED as an effective, independent and reliable regulatory institution	to safety, efficacy and quality issues concerning medicinal products and medical devices	press conferences, statements, reports Telephone, email / responses to citizen inquiries	organisations and the public			Media monitoring
	Deliver information on relevant activities to key influential health commentators or key public opinion makers	Website / announcements Radio, television, press, news portals / press releases, press conferences, statements, reports Telephone, email / responses to citizen inquiries	Patient associations, healthcare professional organisations and the public	Managing Director Office	Continuously	Number of communication tools used Media monitoring

CONTACT US

Institute for Medicines and Medical Devices of Montenegro

Address: Blvd. Ivana Crnojevića 64a, 81000 Podgorica

Phone: + 382 (0) 20 310 280; + 382 (0) 20 310 281; + 382 (0) 20 310 580

Fax: + 382 (0) 20 310 581

www.cinmed.me



