



25TH eHEALTH NETWORK MEETING 28 NOVEMBER 2023, BRUSSELS

COVER NOTE

6.6. Non-paper on a Common MyHealth@EU Communication and Marketing Strategy Proposal (draft)

Cover note/background

1) Introduction

At the June 2023 eHN Meeting, the eHMSEG Chair expressed concern that as more countries were entering into operation of the MyHealth@EU services, the communication and marketing of these services toward end-users of the services (healthcare professionals, pharmacists, patients) remained reserved and low.

The eHN Chair invited the eHMSEG to prepare a Common MyHealth@EU Communication and Marketing Proposal, taking into consideration the gained knowledge from operational member states, the end-user perspective, and provide suggestions for the future.

2) Issue at stake

The eHMSEG has prepared a “Common MyHealth@EU Communication and Marketing Proposal”, aiming at a better and more practical communication of the services towards the end-users. The proposal will be integrated in the eHMSEG Communication strategy. The eHMSEG requests the members of the eHN to provide feedback and express their views on the proposal for its improvement.

3) Summary + clear questions to facilitate the discussion during the meeting

The strategy proposal contains Recommendations, which are based on experience from operational MS, who have successfully implemented the MyHealth@EU services, as well as suggestions from communication experts, which are formulated to be general enough to be usable on both the Member State level and at the common EU level also.

Questions:

- Are there any recommendations you would like us to explain further?
- Do you foresee any issues in implementing certain recommendations?
- Do you think certain recommendations should be prioritized?
- Which recommendations would need particular EC assistance to be implemented?
- From your national experience, can you refer to success stories of communication strategies that could be replicated in the context of MyHealth@EU? Conversely, any lessons learned on how certain plans could be improved?



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- How do you see the further development of this non-paper? Do you see in it any added value in supporting your national Communication strategy? Which aspects could be improved or changed?

4) Format of procedure in the meeting

The eHMSEG Chair presents the document and asks for any relevant feedback and the continued support of the activity. Work will continue on the document via the eHMSEG Communication Task Force. eHMSEG Chair to present update at the next eHN meeting.