



Communication Committee

Review of Activities

2012-2014

Konstantinos Frouzis

President of SFEE

Annual General Assembly of SFEE

March 20, 2015

2012-14 Workstreams: Key Activities

Internal Communication

- Weekly Report
- Daily Press Updates
- Web Monitoring Reports
- Media & Political Intelligence Reports
- Comm Support of SFEE Committees
- Internal Perception Surveys
- New Year's Events
- New Site Launch

Press Office & Media Relations

- Media Presence (Articles & Interviews)
- Press Conferences
- Events
- Strategic Partnerships
- Publications/Brochures
 - Facts & Figures
 - "Medicines 2013: A journey without compass"
- SFEE's Profile
- Social Media Activation
- Issues Management

CSR Strategy & Activation

- Build and Implement CSR Strategy
 - SFEE Innovation Project
 - SFEE Bank of Medicines
 - SFEE Business Days
 - Promotion of Members CSR Activities in www.sfee.gr
 - ΔΙΑfANIA – Code of Ethics/ Disclosure Code
 - Bionian Cluster Event
 - Museum of Cycladic Art Event

Public Affairs

- Networking and Meetings with key KoLs
- Participation in Major National Conferences
- Luncheons with major journalists and chief editors
- Major SFEE Event during the European Presidency

2012 - 2014 Public Relations & Publicity Report

Over 120 f2f meetings with Key stakeholders (Ministers, HAs, Ambassadors, MPs, Opposition Party MPs, Brussels MGP, etc.)

2013-2014: Over 6.000 clippings mentioning SFEE - Increase by 40% of the publicity volume in comparison to 2013 and by 60% in comparison to 2012

60 Press Releases and 46 Non Papers resulting to over 4.000 references per category in all media

Over 250 published Articles & Interviews (Newspapers, Web, TV, Radio)

110 Weekly Reports, 97 Media & 87 Political Update Reports & 24 General News Reports

1.010 Daily press updates - 890 Web monitoring reports

1020 Facebook posts, 300 Tweets, 60 YouTube, 30 LinkedIn posts

2014 Events-Activities CSR Report

SFEE's Corporate Social Responsibility Programme

▶ **SFEE Innovation Project Ceremony**

▶ **Innovation Project Day Event** - Health

Innovation Poll & One to One Pitches (4/6/2014)

▶ **Roadshows in 5 Major Cities** (June-Sept. 2014)

▶ **Mentoring Team Activation**

▶ **SFEE Business Day Workshop** (29/5/2014)

Annual Events – Code of Ethics - Conferences

▶ **25 Participations in Major National Conferences**

▶ **Code of Ethics Month** (Nov. 2014)

▶ **Disclosure Code Event** (Oct. 2014)

▶ **Clinical Trials Event** (May 2014)

▶ **Event on IOBE Growth Strategy Study** (May 2014)

▶ **New Year's Reception**

Media

▶ **2 Press Conferences** on Disclosure Code and following Extr. General Assembly of Sept. 2014

▶ **7 business, 4 luncheons** – with 25 major journalists and chief editors

▶ **AMNA Strategic Partnership** (Athens Macedonian News Agency)

Publications/ e-tools

▶ **New Site Launch**

▶ **Social Media Activation**

▶ **Blog Activation**

▶ **2 Disclosure Code Videos and Leaflet**

▶ **Info Material for MReps**

▶ **2 Innovation Project Concept Videos**

Internal Survey

30 F2F meetings with member companies

2015 Proposed Strategic Objectives & Workstreams

Objectives	Strategies to apply	Work Streams
<p>➤ Enhance SFEE's Corporate Image, Positioning and Caring for Health Care Sustainability</p>	<ul style="list-style-type: none"> ○ Adapt Health & Growth Strategy by EFPIA to the Greek environment and SFEE positioning ○ Develop more compelling datasets to measure success of healthcare policies and benefits of innovation ○ Alliance building -Close Partnerships btw the Industry and the NHS and key Institutions/ KoLs ○ More Extrovert Approach on Issues Management & Regular media contacting 	<ul style="list-style-type: none"> ▪ Vision & Mission Brochure for the Public incorporating H&G Strategy ▪ Media Workshops & Training based on specific datasets that substantiate relevant specific messages ▪ PR activities, Events & Awareness and Social Media Campaigns ▪ Promote Strategy in Main Health Conferences ▪ issue e- Newsletter incl. policy papers ▪ Enrich CSR Strategy/Actions – Promote Members' Social Profile
<p>➤ Strengthen Internal Alignment</p>	<ul style="list-style-type: none"> ○ Revisit Cooperation among Committees, Set Operation Guidelines and promote Transparency ○ Activate Strategic Planning Committee ○ Communicate Main Positions of SFEE, Create Policy Papers ○ Organize Workshops and Training Sessions for Members 	<ul style="list-style-type: none"> ▪ Internal Survey - Interviews with each SFEE member company ▪ Edit Operation and Governance Guidelines ▪ Social media community engagement ▪ Issue Strategic Committee Monthly Report incl. SFEE's main positions ▪ SFEE Blog Activation ▪ Disclosure Code Comms Plan ▪ Create SFEE Intranet to use as internal info exchange center

2015 Proposed Strategic Objectives & Workstreams

Objectives	Strategies to apply	Work Streams
<p>➤ Promote Value of Innovation as Driver for Growth and Progress</p>	<ul style="list-style-type: none"> ○ Demonstrate the value of medicines and research -new medicines bring benefits and hope to patients ○ Patients must be at the center of decision-making about health (alliance building) ○ Build a Strong Emotional Counter-Argument to the Talk about Costs ○ Effective message delivery to the key decision making centers and public at large 	<ul style="list-style-type: none"> ■ Formal Meetings with Government and Public authority representatives ■ Brochure on Innovative medicine for the Public ■ Identify and Activate Advocates & Ambassadors to promote messages ■ Press Conferences & Events ■ Media Workshops & Training ■ CSR Program: SFEE Innovation Project ■ Systematic and integrated mix of PR/ Advertising methods - Social media campaigns ■ Find the right data (i.e. OECD, EFPIA, SFEE, McKinsey, Research reports) and package data in the right way, for the right customer at the right time

Communication Committee & Corporate Social Responsibility Working Group

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