Informing our audiences

Consultez la version française

The Agency continues to be strongly committed to informing its audiences. It is developing a more educational approach to its communication, pursuing an increasingly proactive information strategy, especially through its relations with the media and its stakeholders, and building up its social media presence.

ANSM's different activities (including assessments, decisions, studies, actions to protect patient safety, etc.) facilitate its production of reference information pertaining to health product safety for its audiences: patients, the general public, health professionals, the scientific community, and industry. All of the information provided is intended to facilitate the sharing of knowledge and support the implementation of the many decisions made by the Agency.

The expertise of patients and professionals in the field is sought on a regular basis in order to improve the understanding and effectiveness of the information produced by the Agency.

Brochures, posters, infographics, videos... ANSM develops tools tailored to each of its audiences.

ANSM provides information through various channels:

- website
- personalised monitoring, to stay informed on the Agency's decisions and press releases in real time
- weekly newsletter, to stay informed on the Agency's latest news
- social media: X account, YouTube channel and LinkedIn page
- participation in medical conferences
- media interventions

Healthcare professional alert process

In the case of a major alert or emergency, the Agency is able to notify healthcare professionals (doctors, pharmacists, midwives, nurse practitioners, etc.) directly by email, to forward the safety information and recommended course of action for the professionals concerned and/or their patients.

In addition, ANSM has access to a tool developed by the French National Board of Pharmacists, capable of displaying the same message on all community pharmacy IT systems simultaneously. This tool known as "DP Alerte" keeps pharmacists informed of safety measures and information that is meant to protect patients in real time (e.g. batch recalls, stock shortages affecting essential medicines, etc.), so that they can take immediate action.