



EDMA COMMUNICATIONS AND PUBLIC AFFAIRS, MARKET RESEARCH AND TRADE ISSUES GROUPS DESCRIPTION

June 2010

Communications and Public Affairs Committee

Chair: Patricia Noterman (Siemens)

The Committee is charged with the task of developing and implementing the EDMA Communication Strategy. It proposes recommendations to the various Value of IVDs Task Forces, the Tenders Task Force and the Late Payments Task Force - and monitors the evolution of their activities. The Committee also focuses on the legal framework for health within Europe, emphasising the role of IVDs in this context.

Members Profile: Heads of Communications and Public Affairs departments of Corporate Members, National Association Members delegates.

Cardiovascular Disease Task Force

Chair: tbd

The goal of the EDMA Cardiovascular Disease Task Force is to raise awareness about heart health and to promote the medical and economic value of cardiovascular risk factor screening in Europe. The overall objective is to work towards a comprehensive EU Strategy for Cardiovascular Disease. The TF is currently being reactivated.

Members Profile: Experts on CVD, Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Tuberculosis Task Force

Chair: Paul Lebeau (Cellestis)

The overall goal of the EDMA Tuberculosis Task Force is to raise awareness of the valuable contribution *In Vitro* Diagnostic (IVD) products can make towards the reduction of the global burden of tuberculosis. To this end, the Task Force promotes research and innovation in this field and making innovations accessible to the patients.

Members Profile: Experts on TB and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Diabetes Task Force

Chair: Dagmar Kownatka (Roche)

The overall goal of the EDMA Diabetes Task Force is to channel the discussion on the value of self-testing and self-monitoring of blood glucose (SMBG) and to raise awareness of the often underestimated complications of diabetes. Together with other stakeholders and based on an intensive MEP contact programme, the overall objective is to work towards a Council Recommendation on Chronic Diseases and/or Diabetes.

Members Profile: Experts on Diabetes/SMBG and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Cervical Cancer Task Force

Chair: tbd

This TF aims to improve and clarify current limited cervical cancer guidelines. The minimum aim would be to install screening in all countries, including HPV testing. The TF aims to advocate the importance of HPV testing, with particular focus on cost-effectiveness, reimbursement and public awareness.

Members Profile: Experts on Cervical Cancer/HPV and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Prostate Cancer Task Force

Chair: tbd

The TF, which is in the process of being reactivated, aims to raise awareness of the importance of EU guidelines on cancer screening. Suggested deliverables in this area include the collection of national guidelines, the production of guideline summaries in English and the development of an EDMA Fact Sheet and Key Messages.

Members Profile: Experts on Prostate Cancer/PSA and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Colorectal Task Force

Chair: Graham Griffith (Colonix Medical)

There are existing EU guidelines for cancer screening; however, according to the EU Commission report on cancer screening in the EU, many of the member states do not follow these guidelines at the present. The EDMA Colon Cancer Task Force will, therefore, push for more harmonisation by issuing recommendations for colon cancer screening.

Members Profile: Experts on Colorectal Cancer and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Healthcare Associated Infections (HAI) Task Force

Acting Chair: Isabelle Caniaux (bioMerieux)

The objective of the Task Force is to push for better national implementation of EU guidelines by liaising with European Institutions (particularly regarding antibiotic resistance) and raising public awareness of HAI.

Members Profile: Experts on HAI and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Theranostics Task Force

Chair: Wulf Fischer-Knuppertz (Roche)

The EDMA Theranostics Task Force aims to raise awareness of the advantages of individualised diagnostic therapies. To do this, it aims to focus research and innovation on the discovery and validation of biomarkers, therapy drivers in such areas as infectious diseases, oncology (recurrence, relapse prediction and detections, therapy choice), cardiac diseases and metabolic diseases.

Members Profile: Experts on Personalised Medicine and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Health Technology Assessment (HTA)

Chair: tbd

This group is not yet formally a Task Force. Its exact scope is currently being defined.

Members Profile: Health economists and anyone dealing with health technology assessment at national or international level are likely to be those most interested in this group. National Association Members delegates.

Swine Flu Task Force - Dormant

Chair: tbd

This group is focussed on discussions related to the Common Technical Specifications (CTS), their implementation and their revision. As a related matter, it also follows work related to notified bodies. Following the finalisation of the revision of the CTS in 2009 this group was made dormant, but might be reactivated in near future to respond to the ongoing Consultation on Pandemic Preparedness.

Members Profile: Experts on Influenza and Pandemic Preparedness and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

HIV/AIDS Task Force – Dormant

Chair: Emi Spranzi (DiaSorin)

Focused on issues related to Vigilance for IVDs, in particular the implementation of the provisions of articles 11 (vigilance) and 12 (European databank) of the IVD Directive. This group was made dormant after the publication of the MEDDEV 2.12/1 rev5 document on Vigilance.

Members Profile: Experts on HIV and Heads of Communications and Public Affairs departments of Corporate Members. National Association Members delegates.

Market Research Committee

Chair: Helene Washington (Abbott)



The EDMA Market Research Committee focuses on maintaining and building market statistics and a classification system for IVDs products. Main instruments are EDMS and MIS.

Members Profile: Heads of Marketing and Sales Departments, those who report market figures, people in charge of market statistics. National Association Members delegates.

Tenders Task Force

Chair: Carlo Mambretti (Assobiomedica)

Proactively monitor and act on tenders matters affecting EDMA members and serve as a Forum to exchange information about the problems of tenders in different countries (centralised purchases, general contractors, etc) and the actions taken by the national associations. Furthermore, to analyse Directive 2004/18/CE on coordination of procedures for the award of public works contracts, public supply contracts and public service contracts (public procurement) and other related legislation.

Members Profile: Those responding to calls for tenders in public procurement processes within the Corporate Members, those interested in working on issues like pricing, length of contracts, consortia etc. National Association Members delegates.

Late Payment Task Force

Chair: Laura Palumbo (Abbott)

With the recast of Directive 2000/35/EC on combating late payment in commercial transactions currently under way, the Task Force is actively following the latest developments in the relevant Committees at the European Parliament and has initiated a contact programme with key MEPs and representatives of the Member States and the Commissioners' Cabinets.

Members Profile: Heads of Finance and Public Affairs of Corporate Members. National Association Members delegates.
