

# We need your opinion!



How to improve the communication of the benefits and risks of medicines to patients and healthcare professionals?

**Participate and win an iPad Air!**

**[www.visualize-protect.eu](http://www.visualize-protect.eu)**



## Why should you help?

All medicines have both benefits and side effects. Understanding the balance between the benefits and the side effects is important to everyone involved in developing, licensing and using medicines. It is particularly important for patients and prescribers to help them choose the most appropriate medicine.

Benefits and risks can be communicated in many ways, either as written text or graphically (several graphical methods can be used). However, there is limited information on which method is best to help patients in making treatment decisions.

## How can you help?

We have launched an online survey, where benefits and side effects of medicines will be presented in several ways. You will be asked to tell us which is the easiest or best method to make treatment decisions.

It will take you around 30 minutes to complete the questionnaire. Your answers will be kept confidential and no personal identifying information will be collected.

Healthcare professionals who complete the online questionnaire will be enrolled in a lottery where the prize being offered is an iPad Air. There will be 10 iPads included in the lottery.



## Who can help?

We invite patients and healthcare professionals from the following disease areas:

- breast cancer
- type II diabetes
- atrial fibrillation

The survey is provided in three languages: English, French and Dutch.

## Where can you help?

The survey can be found at the following website:

[www.visualize-protect.eu](http://www.visualize-protect.eu)

The survey will remain online from May to December 2014. On the website you will be asked to create a username and password, so that you can stop and restart the survey at any time.

## Who are we?

The survey is part of a scientific study called VISUALiZE (**Visualizing Uncertainty Among Laypersons and Experts**). The study is being carried out through the PROTECT project\*, a public-private partnership supported by the Innovative Medicines Initiative (IMI), that aims to strengthen the monitoring of the benefit-risk balance of medicines in Europe.

The research group leading the VISUALiZE study includes several members of the PROTECT consortium, namely: the European Medicines Agency, University of Groningen, University of Utrecht, the Danish Medicines Agency, Laser and the pharmaceutical companies Sanofi and Amgen.

\* For more information see the PROTECT website at: [www.imi-protect.eu](http://www.imi-protect.eu)

**Send us an email if you have any questions: [visualize-protect@epi.umcg.nl](mailto:visualize-protect@epi.umcg.nl)**

**We are looking forward to getting your input on this important issue!**