

Press Release

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MHRA wins Digital Communications Award

Award from GovDelivery for Excellence in Digital Communications

GovDelivery has recognised the Medicines and Healthcare products Regulatory Agency's (MHRA) hugely successful free website email alerting service through an award for "Excellence in Digital Communications".

GovDelivery, a leading provider of government-to-citizen communication solutions for the public sector, made the award to the MHRA for achieving an "amazing engagement rate" of 78.9 % - the highest of all GovDelivery's UK clients.

MHRA Director of Communications, Rachel Bosworth, said, "This is a fantastic recognition of the MHRA's commitment to keeping our audiences informed through timely and targeted communications."

Last year the MHRA sent over 10 million emails via its free alerting service, and has issued over eight million so far this year on various topics associated with healthcare. The service currently has more than 42,500 subscribers.

The MHRA's email alerting service consists of 74 content channels covering a wide range of topics safety and regulatory information and latest news. Users can then select the subjects that are of interest them and will receive alerts as soon as information is published.

Rachel Bosworth adds, "We are absolutely thrilled with our achievement and to be recognised for our focus on engaging effectively with our stakeholders."

Ends

Notes to Editor

1. The Digital Communications team is made up of seven staff members who develop and manage all the Agency's digital communication channels including the MHRA website. The MHRA website is the external face of the Agency and enables the rapid

communication of large amounts of information to an ever growing online population, including patients and public, healthcare professionals, industry and the media. The MHRA website has almost 9,000 pages, over 200,000 unique visitors and almost three million pages views a month.

2. A customer engagement rate is based on the number of people taking an action on an email that they receive. This is a combination of emails opened and clicks to links contained within the email.

3. Please see link below to GovDelivery's website: <http://www.govdelivery.com/>

4. The MHRA is the government agency responsible for ensuring that medicines and medical devices work, and are acceptably safe. No product is risk-free. Underpinning all our work lie robust and fact-based judgements to ensure that the benefits to patients and the public justify the risks. We keep watch over medicines and devices, and take any necessary action to protect the public promptly if there is a problem. We encourage everyone – the public and healthcare professionals as well as the industry – to tell us about any problems with a medicine or medical device, so that we can investigate and take any necessary action. www.mhra.gov.uk