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## **Petition to the European Commission and the Member of the European Parliament**

Speaking on behalf of Commissioner Günter Verheugen at the ten-year anniversary of the European Medicines Agency (EMA), Director-General for Enterprise Horst Reichenbach stressed the need for more and better patient information about medicines and discussed the achievements and challenges that lie ahead for the creation of a strong and competitive European pharmaceutical industry.

We, the undersigned, support the European Commission's effort to provide the public with more information on drugs and medications through the establishment of a public database. Through this effort of commissioner Günter Verheugen to fully implement the advice of the G10 report on the pharmaceutical industry patient choice may well increase.

Providing more information to the patients will be vital in a future of rapid changes and innovation. Better informed patients will have better control over their own health as medicine and the concept of health becomes more individualized, both due to patient demands, the individualization of diagnosis and treatments that blur the line between curing and preventative medicine. It is of no good to withhold this information from the patients, not making them an active part of their own health condition.

The planned pilot public database, is also a step forward towards establishing the European e-Health Area, that is to achieve interoperability in 2006

We urge the European Commission and the Members of the European Commission to continue in their work to take necessary steps for the benefit of opening up information about pharmaceuticals to consumers, and in order to include the technologically disadvantaged, also consider the opportunities for direct to consumer information.

Respectfully,

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