

PR 2

Communication Skills for ICT Professionals

Alejandro Pérez Bueno

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## Updated PR1 email

Dear Julia,

Thank you for reaching out to InfoFarma. My name is Alex, and I lead the technical department here. We were very pleased to hear from you.

We are indeed familiar with Medicat and hold your work in developing countries in high regard. Reaching millions of families in need is truly inspiring. Your mission serves as a powerful reminder of the disparities in pharmaceutical access globally and the importance of taking action to improve these critical situations.

Inspired by your mission, the technical team at InfoFarma is keen to propose a collaboration to help digitize Medicat's operations. We believe a robust digital inventory management system could significantly enhance your efficiency, particularly now that you operate across multiple countries. A key aspect, as we see it, would be enabling each country's operation to manage its inventory independently, ensuring autonomy and responsiveness.

Based on our initial thoughts, such a system could include features like:

- Automated low-stock alerts for essential pharmaceuticals, potentially triggering replenishment requests tailored to each country's specific needs.
- Predictive analytics to forecast demand patterns within each region, helping optimize stock levels and minimize waste.

Naturally, defining a precise scope, budget, and timeline requires detailed discussion and planning. However, based on our experience with comparable projects, a system of this nature might typically involve a development timeframe of 1-2 years and a budget in the range of €300,000. This estimate generally includes initial development, deployment, ongoing maintenance, and support.

To explore this possibility further, would you be available for an initial meeting next week? We are happy to meet in person at your convenience. We at InfoFarma are genuinely excited about the potential to support Medicat's vital work through this project and contribute to your journey.

We look forward to your response.

Sincerely,

Alex

## Summary for PR2 article

The Spanish Agency for Medicines and Medical Devices (AEMPS) operates as a public body under the Ministry of Health, tasked with ensuring quality and safety guarantees for pharmaceuticals, medical devices, cosmetics, and personal care products within Spain. It leverages scientific and technical knowledge to serve society's health needs and advancements.

A central tool utilized by AEMPS is the Online Pharmaceutical Information Centre (CIMA). This application serves as a comprehensive database allowing users to query detailed information about medicines. CIMA provides crucial data points such as a drug's authorization status, whether it is currently marketed, its availability through pharmacies, and any reported supply issues. It also compiles vital documentation like package leaflets and technical fact sheets for pharmaceutical products.

Integrated within CIMA is the Nomenclator database, which specifically supplies healthcare information systems with fundamental prescription data. This includes details on all authorised and marketed medicines (both publicly financed and not) and historical data on medicines that have been suspended, revoked, or withdrawn from the market since May 2013.

Additionally, AEMPS manages other public health initiatives. It operates the Spanish Medical Device Vigilance System for reporting and analysing adverse incidents involving medical devices, enabling corrective actions. AEMPS also promotes pharmaceutical research and development through its Office for Support of Innovation and Knowledge of Medicinal Products, supporting the drug lifecycle from research to application and enhancing knowledge about existing medicines.