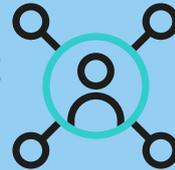




# STRATEGY 2022-2026

## **Value-creating knowledge sharing and administrative review**



**We will invest in dialogue and communication with the public and society to become the primary source of knowledge about medicines and medical devices**

**We will apply our specialist skills and professionalism to enhance quality and ensure timely deliverables**

Significant demands are placed on the quality of our work, which is characterised by increasing complexity. This is partly the result of extensive regulation, increasing complexity of supply chains and the technological development. On top of that, our surroundings request more communication, more transparency and increased focus on sustainability.

This means that we must develop new procedures and deliverables – both at the national and European levels. It requires that we run an efficient, quality-controlled organisation, and we will therefore continue to guide or work by quality management and lean principles, safe processes, just as we will strengthen the cohesion across the matrix organisation.

Our communication with the public and society is now increasingly in focus – not least because of COVID-19. Our knowledge and professionalism are in demand with higher needs for increasingly recipient-oriented, timely and transparent communication. We must embrace this demand and endeavour to make the Danish Medicines Agency the primary source of knowledge when it comes to medicines and medical devices; not only when we communicate with the public and society, but also in our collaboration with corporate sister-agencies and in any other professional situation.

We create value for people, animals and society. To do so we must continuously improve the way we work with our stakeholders, whether these are businesses or people in general. We will systematically, and when opportunity arises, lead the way to create dialogue and professional debates. It is paramount that we continue being curious about what our surroundings want.