

Educational materials for electronic publication

The Icelandic Medicines Agency (IMA) only publishes educational materials that has been approved by IMA on its medicinal product information website: www.serlyfjaskra.is.

Please follow these instructions:

Email/Request

- Request for publication needs to be sent to IMA at least 7 days before the material is to be published.
- The request should be sent by email to IMAs e-mail address: ima@ima.is.
- The subject line: needs to be clear and specific e.g.: Educational material for [product name] for publication on [date].
- All documents for publication must accompany the e-mail.
- The e-mail must include:
 - Formal request for publication on www.serlyfjaskra.is.
 - V-number.
 - Date, when the material should be published.
 - Version (example: New content, 1st edition or updated content 3rd edition).
 - Confirmation that all files are enclosed and that they are the correct documents.
 - Explanation if the material is updated, then it needs to be clear if it replaces other component and what needs to be removed.

Layout of the educational material

- Layout and design of the educational material must be clear and user-friendly.
- Files should be in pdf format.
 - The documents need to be searchable (“Find” function).
 - Documents to be downloaded (e.g. checklists) are recommended to be in live pdf format.

File names

- The name of each file must be descriptive of the content, (note this only applies to the file name, not the title that is displayed on the website).
 - File names must neither exceed 50 characters.
 - File names must not contain symbols (except underscore _).
 - file name must not contain space.
 - File names must not contain space.
 - File names must not contain uniquely Icelandic letters.
 - Example of a file name: HCP_checklist_followup.

Title displayed

Titles of material components that appear on the website can be up to 50 characters. In case more space is needed, a comment field can be added below the title.

Video/audio files

IMA can publish education materials as video files on www.serlyfjaskra.is. The file can be sent with email or if the file is large a website where the file can be found can be cited. Please note that all audio files are converted to video files before publication. If MLH has the capacity to convert the audio file to video file it is appreciated, if not IMA will convert the file.

Publication

- New educational material: IMA publishes the educational material on the requested date.
- Updated educational material: Publication can only be done on Mondays Lyfjastofnun.
- Please send the educational material to IMA seven days before estimated publication.
- Please note that educational material will not be published on public holidays.
- The MAH is responsible for checking that everything is in place following the publication on www.serlyfjaskra.is. Please contact IMA if the publication is not correct.

Removal of educational material on www.serlyfjaskra.is

- Request for removal of educational material should be sent to ima@ima.is
- The subject line needs to be clear and specific, e.g.: Removal of educational material [product name] from serlyfjaskra
- It needs to be clearly stated what material can be removed from the site
- MAH needs to attach a confirmation that educational material is no longer part of the aRMM for the medication