



NEWS

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**Wishing you  
an authentic summer!**



## Fimvo's office open all summer – Inform us about company changes without delay

We've made sure there's always someone at the office during summer. Please send system and alert related questions to [nmvs@fimvo.fi](mailto:nmvs@fimvo.fi) and contracting and invoicing questions to [info@fimvo.fi](mailto:info@fimvo.fi).

Thanks for understanding that there might be a delay in getting back to you because of the holiday season.

## One in five Finns would be willing to buy medicines illegally if seriously ill

**Wait...is this fake?**



A recent study commissioned by Fimvo and conducted by Taloustutkimus shows that serious illness may lead Finns to take significant risks when obtaining medicines.

One in five Finns would be willing to use a prescription medicine purchased illegally if they were seriously ill and the medicine was not easily available. The study also highlights other concerning findings regarding Finns' attitudes towards falsified medicines:

- as many as 20 % of respondents believed they could identify a falsified medicine fairly or very well
- only 51% had heard of falsified prescription medicines before the survey
- only 10 % were aware of the medicines verification system used in Finnish pharmacies

[Read more about the results of the study on Fimvo's website](#)

## Updating Product Master Data (PMD) for All Target Markets

EMVO has identified instances where Product Master Data (PMD) is not being correctly updated to reflect all target markets.

**All intended markets for your product(s)** must be included in the Product Master Data (PMD) uploaded to the EU Hub. This is essential to ensure that the associated batch data can be correctly transmitted to the relevant national systems.

If you are adding a new market to an existing multi-market pack, please ensure that you create **a new version of the PMD** and include all relevant target markets.

For detailed guidance on completing the Product Master Data and Product Pack Data, please consult the [EMVS Master Data Guide](#).

Should you have any questions, please do not hesitate to contact EMVO's [Helpdesk](#) or consult EMVO's Self-Service Portal available on their [website](#).



## News

### EMVO Systems Updates

Please note the news from EMVO regarding systems updates: these updates combine current enhancements with a forward look at EU Hub Release 1.20 and EAMS 5.0.0.

Please follow these links to learn more:

[Read more I](#)

[Read more II](#)

### Please contact us

Regarding contracts and invoices:

[info@fimvo.fi](mailto:info@fimvo.fi)

Regarding alerts and medicines verification system:

[nmvs@fimvo.fi](mailto:nmvs@fimvo.fi)



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