

## 医薬品情報担当者(MR)による医薬品情報提供活動に対する 病院薬剤師の意識調査

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### A Survey of Hospital pharmacists' consciousness on drug information activity by Medical Representatives.

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#### Abstract :

Purpose: There have been consciousness surveys of MR activity by medical institutions but no surveys carried out by MR themselves. We, MR who are active in the forefront, carried out a questionnaire survey to evaluate recognition of and request for MR activity.

Methods: A questionnaire survey was carried out via the director of pharmacy in 32 pharmacists at 6 large-scale hospitals in Nagoya City. The name of the manufacturer was kept secret because of transparency of the survey.

Results: The recovery rate of the questionnaires was 100%. The pharmacists considered that, among information transmitted from MR, that on new products is useful. They regarded MR as transmitters of information on new products and considered medical drug information provided by MR are reliable to a certain degree. Accuracy and rapidity were important in MR. Concerning measures of transmission of information, they requested direct visits by MR rather than use of the Internet.

Conclusion: It may be important in the future that MR accurately and rapidly transmit information both using Internet and by direct visits to medical institutions.

#### Key words :

MR pharmacist consciousness survey medical drug information