

医薬品情報レポートシステムについて

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The Drug Information Report Database System

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Abstract :

The main functions of medicine wholesalers are to distribute medical or pharmaceutical products to the medical institutions regularly. It is also becoming important to offer information. Returning buyers' responses regarding delivered products to pharmaceutical company is equally important. In order to contribute to accurate drug usage, improvement of products, and the smooth transmission of information, we developed and started The Drug Information Report Database System, which reports the types of adverse events, quality information and efficiency from medical institutions.

First, our medical marketing specialist (abbr, MS) collected data from doctors and pharmacists regarding adverse events, quality information and efficient achievement. That data was provided to a medical representative (abbr, MR) of pharmaceutical company. Duplicated reports were made and sent to our Drug Information Center. Our Drug Information Center surveyed the reports then carefully input the data into The Drug Information Report System with added comments. At the same time, one copy of the reports was returned to MS.

During the period of August 1996 to March 1999, among all 2522 cases of quality information reported, the response from clinics was 40%. The points were given as follows: abnormality of drug (46.4%), packing (43%) and the usage of the description (10.6%).

As a result, we believe we can contribute slightly by strongly linking medical institutions and pharmaceutical company and by upgrading the quality (MS). This will lead to the correct usage of drugs.

Key words :

medicine wholesalers, medical marketing specialist, adverse events, quality information, efficient achievement