

Reformation of MR (Medical Representative) Pharmaceutical Education and the Information Providing System to Expand the Level of Drug Information and Communication

Hiroshi Yoshihara*, Tomoya Sakurada, Nobunori Satoh, Shiro Ueda

Department of Drug Information and Communication, Graduate School of Pharmaceutical Science, Chiba University

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Abstract

According to a recent survey, "Referring to MR explanation" was ranked No.1 in the motivation of medical doctors to prescribe medicine, emphasizing the importance of MR pharmaceutical education. One of the authors has been engaged in MR pharmaceutical education for many years in a pharmaceutical corporation, and has struggled with the challenge to develop new systems and methods. It is debatable whether these efforts bore fruit or not, but according to another survey asking for the image of the pharmaceutical corporation, the company where he worked was ranked No.1, even in the items asking scientific responses of MR based on the evaluations of medical doctors. This might serve as key evidence calling for the reformation of MR pharmaceutical education and the information providing system. This paper describes the reformation of MR pharmaceutical education and the information providing system in the pharmaceutical company, and examines the results.

Key words: MR pharmaceutical education, information providing system, reformation, corporate education, pharmaceutical company