

# 「医薬情報担当者 (MR) に関するアンケート調査」報告 I — MR 認定制度、領域別専門 MR 認定制度および 上級レベル MR 認定制度の導入について —

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## A Questionnaire Survey of Medical Representative (MR) Activity I —About the MR accreditation system, introduction of specialty MRs according to therapeutic area and senior MR accreditation system—

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### Abstract

**Objective:** To clarify differences in perception of the medical representative (MR) accreditation system, introduction of specialty MRs according to therapeutic area and senior MR accreditation system, the MR Education and Accreditation Center of Japan undertook a questionnaire of physicians, hospital pharmacists and MRs.

**Method:** A questionnaire was carried out by randomly selected physicians, hospital pharmacists and MRs under the sponsorship of MR Education and Accreditation Center of Japan in November 2005. Data from this questionnaire survey were analyzed by structural equation modeling and recursive partitioning as methods of data mining.

**Results:** The characteristic perceptions of physicians, hospital pharmacists and MRs to these systems were as follows. For the MR accreditation system: a) Further enlightenment of the MR accreditation system for physicians is necessary; b) Priority must be given to ethics education regarding observance of the rules; and c) More efficient education methods are important for ongoing programs. Regarding the introduction of specialty MRs according to therapeutic area: a) the majority of physicians and pharmacists recognize the necessity of specialty MRs according to therapeutic area; and b) specialty MRs according to therapeutic area require wide-ranging knowledge on related special areas. For the senior MR accreditation system: a) the ratio of MRs who agree with the introduction of a senior MR accreditation system was lower than the ratios of the physicians and hospital pharmacists who agree with this system; and b) “Strengthening skill education”, “Latest society information on related areas” and “Latest information of adverse reaction from all over the world” are necessary to introduce specialty MRs according to therapeutic area and senior MR accreditation systems.

**Conclusion:** We clarified differences in perceptions of physician, hospital pharmacist and MR to the MR accreditation system, introduction of specialty MRs according to therapeutic area and senior MR accreditation systems.

**Key words:** questionnaire survey, medical representative (MR) accreditation system, specialty MRs according to therapeutic area, senior MR accreditation system