

## 製薬企業くすり相談窓口における 医療消費者からの電話聞き取り調査

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### Medical Consumer Telephone Survey Conducted by the Pharmaceutical Product Information Center

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#### Abstract

**Objective:** Due to mounting demands for the provision of medical information, the importance of each pharmaceutical company's Product Information Center (PIC) has increased. This demand is the result of the growth of patient-centered healthcare. It is extremely important to examine the reasons behind the questions, anxieties, and expectations expressed by medical consumers regarding their prescribed medications. This investigation will allow the quality of the medical information services provided to be improved.

**DESIGN:** The subcommittee of the JPMA Consumer Consultation Services Study Committee has designed its first direct investigation of questions and comments made by medical consumers or patients in order to understand their motives and the circumstances behind their inquiries. This survey was conducted with the cooperation of JPMA-member pharmaceutical companies in January, 2005.

**RESULTS:** The PICs of those companies received 456 survey responses, which accounted for approximately 10% of the total number of inquiries received. The survey results are described below.

- 1) Of the total number of respondents, 50.7% said they had not consulted doctors and/or pharmacists before contacting the PIC, while 43.8% said they had.
- 2) When asked about reasons to consult a PIC, 43.1% said they expected that pharmaceutical companies would have more detailed drug information. Some respondents (17.9%) felt doctors and/or pharmacists did not offer sufficient explanations, while 10.2% were hesitant to even ask them for drug information.
- 3) Most respondents had no experience with PIC consultation; 44.6% said they had never consulted pharmaceutical companies before, but 37.8% said they had.
- 4) When asked how they obtained the PIC telephone number, 23.6% said from telephone information, 17.3% said from the internet, and 13.0% said from the leaflet.
- 5) Respondents said that they obtained information on medical products from the following sources: from doctors and/or pharmacists (28.9%), in books or magazines (16.3%), on the internet (14.9%), and by calling pharmaceutical companies (13.6%).
- 6) Most respondents (67.4%) thought the telephone was the best tool to use for consultation. The next most popular option was e-mail (6.7%).

**Key words:** patient-centered care, investigation, information services, consultation