

# 「医薬情報担当者 (MR) に関するアンケート調査」報告Ⅲ — 好ましいMRについて —

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## Report of A Questionnaire Survey of Medical Representative (MR) Activity III —Desirable type of MR—

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### Abstract

**Objective:** To clarify differences in the perception of the desirable type of MR and the evaluation to the medical representative (MR) business, the MR Education and Accreditation Center of Japan carried out a questionnaire survey of randomly selected doctors, hospital pharmacists and MRs in November 2005.

**Methods:** Based on data obtained by this questionnaire survey, we performed analysis by cluster analysis as a method of data mining.

**Results:** In considering the desirable type of MR from the perspective of the health care practitioner, doctors attach importance to knowledge of their company's medical products and a responsible attitude and reliability. Doctors also attach importance to expert knowledge of the medical treatment and competing medicines, skills in explaining and communicating, and humanity. Hospital pharmacists attach importance not only to knowledge about the company's own medical products but also expert knowledge of competing medicines and medical treatment, as well as a responsible attitude and reliability. Hospital pharmacists also attached importance to communication skills and humanity.

**Conclusion:** We clarified the profiling and the perspective for doctors, pharmacists and MRs about the desirable type of MR and the evaluation to the MR business from the questionnaire survey to the health care practitioner and MRs. Thus, it is important how well the work of the MR corresponds to the health care practitioner's needs, to help the MR business provide drug information and other details to health care practitioners more satisfactorily.

**Key words:** questionnaire survey, medical representative (MR), drug information, desirable type of MR, evaluation to the MR business.