

「医薬情報担当者 (MR) に関するアンケート調査」報告Ⅳ — 医薬品情報の提供について —

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Report of A Questionnaire Survey of Medical Representative (MR) Activity IV — About providing for drug information —

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Abstract

Objective: We analyzed the responses of doctors, hospital pharmacists and medical representatives (MRs) to the channels through which drug information is obtained and the contents of drug information provided by MRs in order to identify characteristic items regarding drug information activity by the MR.

Methods: A questionnaire was carried out by randomly selected doctors, hospital pharmacists and MRs under the sponsorship of MR Education and Accreditation Center of Japan in November 2005. The channels through which drug information is obtained and the contents of drug information provided by the MR in this questionnaire survey data were analyzed by cluster analysis.

Results: Regarding the channels through which drug information is obtained, a) doctors gather drug information from technical journals, information from medical societies and lecture meetings; b) hospital pharmacists gather drug information from MRs and technical employees of pharmaceutical companies; and c) neither doctors nor hospital pharmacists attach importance to the internet as a source of drug information. Regarding the kinds of drug information desired, both doctors and hospital pharmacists are interested in "Basic information on indications, dosage and administration, and notices on precautions", "Information distinguishing the efficacy and safety of drug", "The most recent information on adverse reactions", and "Background information on emergency safety information (doctor letters) and notices regarding revision of precautions". With regard to the contents of drug information that are needed for explanations to patient, a) first of all, both doctors and hospital pharmacists need information on the "Necessity of using the prescribed drug for treatment"; b) then, doctors need "Indications and adverse reactions of prescribed drug"; and c) hospital pharmacists need "Treatment method for abnormalities arising after drug administration."

Conclusion: We clarified differences in perceptions among doctors, hospital pharmacists and MRs to channels through which drug information is obtained and the contents of drug information provided by the MR.

Keywords: questionnaire survey, medical representative (MR), drug information, contents of drug information, the channels through which drug information is obtained.