

「医薬情報担当者 (MR) に関するアンケート調査」報告V —女性 MR および MR 認定証の提示について—

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Report of A Questionnaire Survey of Medical Representative (MR) Activity V —About woman MR and MR accredited card—

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Abstract

Objective: We analyzed the responses of doctors, hospital pharmacists and medical representatives (MRs) to a female MR and presentation of the MR accredited card, and contents of drug information provided by MRs to identify characteristic items regarding drug information activity by the MR.

Method: A questionnaire survey was conducted among randomly selected doctors, hospital pharmacists and MRs under the sponsorship of the MR Education and Accreditation Center of Japan in November 2005. Data from this questionnaire survey were analyzed by structural equation modeling as a method of data mining.

Results: The characteristic perceptions of doctors, hospital pharmacists and MRs were as follows. For female MR: a) Female MRs received a more equal evaluation with male MRs in providing drug information and data collection activities regarding adverse reactions; b) "It is considered good that the number of female MRs is increasing" was immediately, indirectly, and deeply related to "The activities related to providing information and data collection activity are handled well"; and c) "It is considered good that the number of female MRs is increasing" was negatively related to "It is necessary to be careful about working with a female MR". Regarding the presentation of a MR accredited card: a) The doctor and the hospital pharmacist are interested in MR recognition; and b) during business meetings in the hospital, doctor's office or clinic, the MR should wear a nameplate that specifies that MR accreditation has been acquired.

Conclusion: We clarified the responses of doctors and hospital pharmacists to characteristic items of female MRs, and differences in responses of medical staffs and MRs to presentation of an MR accredited card.

Keywords: questionnaire survey, medical representative (MR), woman MR, MR accredited card.