

「医薬情報担当者 (MR) に関するアンケート調査」報告II — MR との面談について —

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Report of A Questionnaire Survey of Medical Representative (MR) Activity II — Interview with an MR —

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Abstract

Objective: To help the medical representative (MR) business provide drug information and other details to health care practitioners more satisfactorily, it is important how well the work of the MR corresponds to the health care practitioner's needs. Therefore, to clarify differences in the perception of the interview with an MR and frequency of visitation, 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: We analyzed the data obtained by this questionnaire survey by recursive partitioning as a method of data mining.

Result: We showed that doctors and hospital pharmacists responded positively to an interview with an MR providing and collecting information concerning adverse reactions more than knowledge of MR themselves. The doctor and the pharmacist expected a regular visit from the same MR about once or twice a month. The doctor and the hospital pharmacist considered that an appropriate number of MRs visiting in one week was 4.6 for a doctor and 12.9 for a hospital pharmacist. The actual numbers of MR visits in one week was 5.8 MRs for a doctor and 15.5 MRs for a hospital pharmacist.

Conclusion: We clarified the profiling and the perspective for doctors, pharmacists and MRs about interviews with an MR from the questionnaire survey to the health care practitioner and MRs.

Key words: questionnaire survey, medical representative (MR), drug information, interview with an MR