

医薬品販売促進活動における学術情報の利用： 利益相反の観点から

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Academic information and drug promotional materials

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Abstract

The current situation regarding the utilization of scientific information for pharmaceutical promotional material is described from the viewpoint of conflict of interest (COI).

For pharmaceutical companies, the utilization of scientific information published by academic societies and publishers is essential for research and marketing. However, publishers recently tend to be careful regarding the relationship with industries from the viewpoint of COI, and academia also tends to be careful about cooperation concerning promotional materials.

Since pharmaceutical companies are the main source of drug information for clinical practice, improvement of the quality of promotional materials is directly associated with the improvement of clinical practice.

It is necessary to avoid an additional COI risk by clarifying the rules of utilization, such as allowable usage and permission fee, acceptable for academic societies and publishers.

The problem with COI should be understood as it suggests the path of cooperation between academia and the pharmaceutical industry.

Key words

copyright, marketing, conflict of interest (COI), societies, information literacy

Rinsho Hyoka (Clinical Evaluation) 2013 ; 40 : 277-83.