

メディカルアドバイザーボードミーティングの 実施に関する提言

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Proposal for the implementation of Medical Advisory Board Meeting

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Abstract

It is important for pharmaceutical companies to accurately understand Unmet Medical Needs and collect opinions on future prospects from external medical experts. Pharmaceutical companies tend to be influenced by the opinions of individual experts in solo interviews. Accordingly, collecting opinions from multiple experts by holding meetings called Advisory Board Meeting (ABM) is required to collect reliable opinions. However, topics that pharmaceutical companies require knowledge from medical experts often include topics, such as unapproved pharmaceutical products, prohibited by law and voluntary restraints. Therefore, it is important to ensure that the purpose of ABMs regarding such topics is designed and executed not to promote the sales of pharmaceutical products but to collect medical expertise. Furthermore, it is appropriate for Medical Affairs (MAs), to hold a key role for non-promotional activities in a pharmaceutical company and handle these ABM. Even though ABMs is held by MAs, ABM is still at the risk regarded as having the purpose of sales promotion, as far as ABM is not clearly isolated from promotional activities. The Japanese Association of Pharmaceutical Medicine (JAPhMed) considers ABM necessary for the safe and proper development of pharmaceutical products, and also insists that ABM by MAs is clearly distinguished from ABM for sales strategy. Accordingly, medical and scientific ABM, which is independent from sales promotion, shall be newly defined as Medical Advisory Board Meeting and the proposal for the implementation of the Medical Advisory Board Meeting shall be announced in order to prevent from deviating from its original purpose and to gain public trust.

Key words

compliance, Advisory Board Meeting (ABM), pharmaceutical industry, non-promotional activity, The Japanese Association of Pharmaceutical Medicine (JAPhMed)

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