

# 製薬医学の革新： プロモーションからイノベーションへ

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## Insights on pharmaceutical medicine: From promotional marketing to innovation for global health

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### Abstract

The International Federation of Associations of Pharmaceutical Physicians & Pharmaceutical Medicine (IFAPP) will hold the International Conference in Pharmaceutical Medicine (ICPM) in Tokyo from September 27 to 29, 2018, where Imamura will lead the organizing committee as the president and Kurihara will chair and present at some workshops. The ICPM states its key message: “Everyone knows that the big pharma is now changing faster than ever before.”

Recently IFAPP revised its “Ethics Framework” for development of medicine, where Kurihara participated in the revision process. This revised framework will be introduced in a workshop chaired by Sandor Kerpel-Fronius, who has led this revision, and he makes a presentation. In this context, this paper introduces some aspects of the ICPM, especially its focus on “ethics.”

The main revision in this document has been introduced to expand the scope of target persons beyond “pharmaceutical physicians (PPs)” to “medicine development scientists (MDSs)”. This reflects that modernized medicine development strategies requiring precise scientific knowledge are generated by multidisciplinary partnerships.

This paper discusses the “publication ethics,” as well as relevant education. Other than these, the sessions will provide the Japanese research community an opportunity to overcome their bitter experiences of misconducts in promotional marketing-oriented clinical trials, as well as the complicities between pharma and academia.

Recently, the World Medical Association (WMA) and the Council for International Organizations of Medical Sciences (CIOMS) expanded their perspectives on ethics in health research by focusing not only on a traditional ethical framework but also on the assurance of human rights in the face of a rapid revolution of information technology, as well as disaster situations. Considering such perspectives that are based on recently revised Ethics Framework, we should emphasize on the development of innovative pharmaceutical medicines to achieve global health for people, who need medicines in the world.

### Key words

pharmaceutical medicine, ethics, innovation, global health, medicines development

*Rinsho Hyoka (Clinical Evaluation)*. 2018 ; 46 : 253-61.