

製薬企業に関わるノンプロモーション活動としての Medical Educationを取り巻く環境と提言の紹介

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Introduction to the environment and recommendations for non-promotional activities in Medical Education involving pharmaceutical companies

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Abstract

Healthcare professionals must continuously update their knowledge. In various countries, the pharmaceutical industry is increasingly providing Medical Education (ME) programs. In Japan, foreign-affiliated companies have been establishing Medical Affairs (MA) departments since 2005, leading to a rise in non-promotional ME programs. However, these programs are still relatively new and not well-defined. Industry associations are working to organize these programs, aiming to enhance healthcare professionals' capabilities by providing the latest medical and scientific knowledge without promoting specific pharmaceuticals.

Despite this, Education opportunities from pharmaceutical companies are divided into ME programs and promotional activities. ME programs aim to enhance professional capabilities, but current self-regulation guidelines for promotional activities also apply to ME programs, restricting educational content.

This paper discusses the current status and challenges for Medical Affairs departments in distinguishing themselves from promotional activities and providing high-quality medical education. The Medical Affairs Subcommittee of the Japanese Association of Pharmaceutical Medicine (JAPhMed) and the Medical Education-Working Group (ME-WG) have created a recommendation document. This document sets standards for non-promotional ME programs, aiming for future ME certification to ensure these programs' essential characteristics are maintained and their usefulness is recognized by healthcare professionals.

Key words

Medical Education, non-promotional activities, pharmaceutical companies, Medical Affairs, educational programs

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