Exploring the Impact of Mobile Devices on Format and Presentation of Medical Information Provided by Pharmaceutical Companies

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BACKGROUND

Medical information departments within pharmaceutical companies provide product and service information to healthcare professionals (HCPs) in response to unsolicited requests. HCPs report increased interest in healthcare information provided by pharmaceutical companies.

OBJECTIVES

- To determine how mobile technology affects the presentation and format of information provided by pharmaceutical companies
- To evaluate the impact of mobile devices on HCPs' preferences for obtaining medical information
- To identify the most frequently used formats for medical information

METHODS

- Medical information documents available on HCP-specific medical information websites (HCP-SMID) and mobile apps of 20 pharmaceutical and biopharmaceutical companies were identified
- A survey announcement was placed on the websites and mobile apps targeted to HCPs that are separate from branded drug websites
- A survey was also placed on additional pharmaceutical company websites and mobile apps

RESULTS

- Medical information documents available on HCP-SMID websites and mobile apps
- Medical information request (MIR) cover sheets across all Janssen products
- E-mail body for e-mail MIRs
- Title of document and summary of information
- Treatment options available from Janssen and other pharmaceutical companies for the top 3 search terms

DISCUSSION

- Medical information departments within pharmaceutical companies are providing an increasing amount of information in mobile formats
- HCPs generally had no preference for a platform to obtain medical information

REFERENCES