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Background

- Healthcare professionals may call a pharmaceutical company's contact center to obtain product-specific medical information. Coordinating a healthcare professional's available time with a call center's operation hours may be difficult, causing a delay in the retrieval of information.
- The Robert Wood Johnson University Hospital (RWJUH) Drug Information Center provides services to internal and external healthcare professionals (HCPs) and patients. A pharmaceutical company was referenced as the source of information for 12.6% in a 3-year history of the center's call log.
- Healthcare professional medical information websites provided by pharmaceutical and biopharmaceutical companies offer an alternative method for retrieving information at any time.

Objectives

- To identify medical information websites provided by the top US pharmaceutical and biopharmaceutical companies
- To describe the functions and resources provided by the medical information websites

Methods

- This was a prospective observational study. This study was exempt from Institutional Review Board approval.
- Evaluation of selected medical information websites provided by pharmaceutical and biopharmaceutical companies was completed with a standardized rubric. The rubric included functions and resources that may be required for a healthcare professional to successfully retrieve medical information: access, communication channels, search capabilities, search results, additional resources, and the availability of a corresponding mobile application.
- The top twenty pharmaceutical and top ten biopharmaceutical companies by revenue in the United State that supported prescription drug products and had a healthcare professional medical information website were included.
- General company or product healthcare professional websites and nonprescription product companies were excluded.

Results

- Medical information websites from seven pharmaceutical and six biopharmaceutical companies were available for evaluation (n=13).

Results (continued)

Figure 1: Location of medical information website link

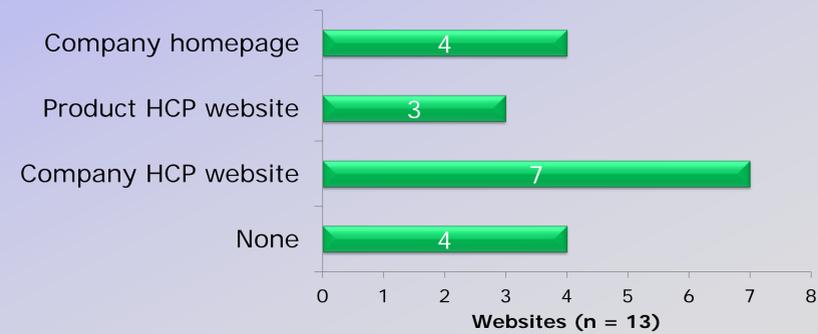


Figure 2a: General access requirements

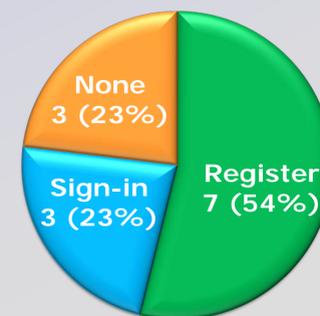


Figure 2b: HCP license requirement

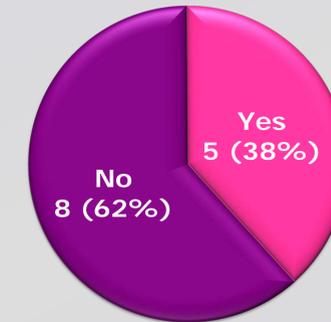


Figure 3a: Communication channels

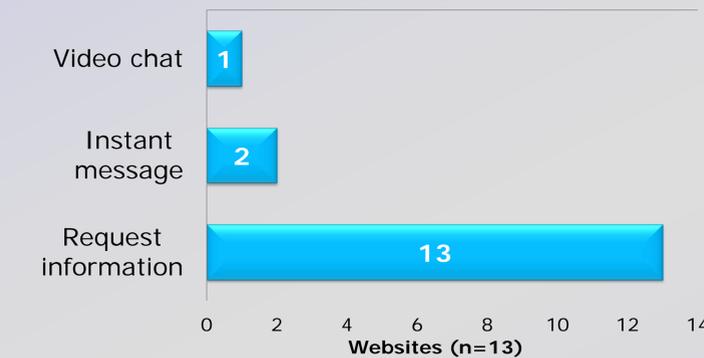


Figure 3b: Methods of requesting information

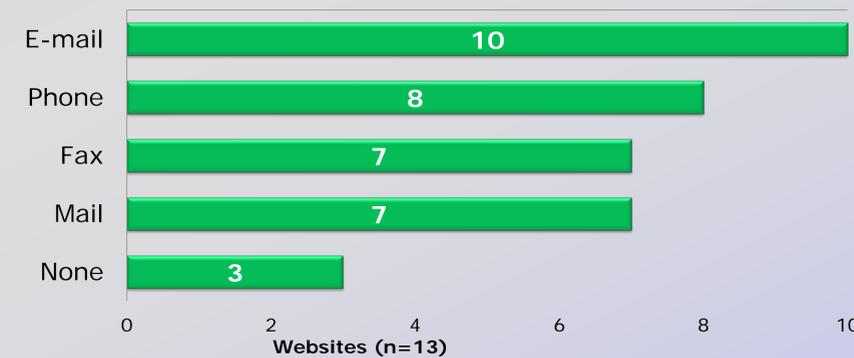


Figure 4a: Provision and format of response

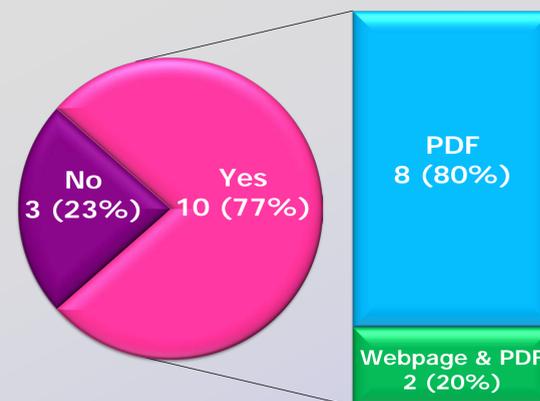
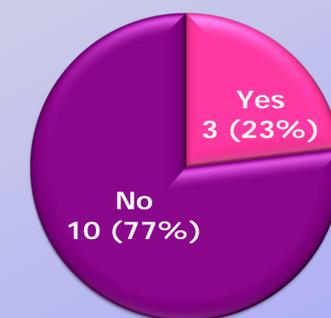


Figure 4b: Search capabilities

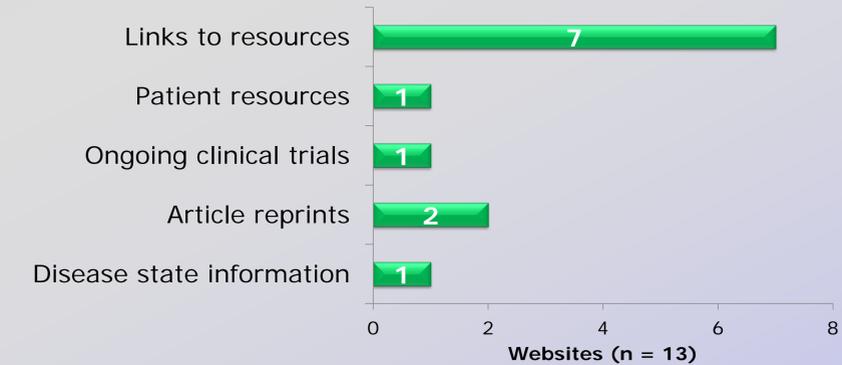


Figure 5: Availability of corresponding mobile application



Results (continued)

Figure 6: Additional resources



Limitations

- This study was limited by the number of companies included
- Some websites may have been overlooked and excluded through the identification process.
- The rubric was not a validated tool.

Conclusions

- Pharmaceutical and biopharmaceutical companies provide medical information websites independent from branded drug websites.
- Thirteen websites from thirty companies were identified and evaluated.
- The focus of this research was to identify general functions and resources provided by these websites, rather than the quality of the information.
- Pertinent medical information can be accessed without delay from these websites and used concurrently with standard literature retrieval practices.

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