Comparing Communication Channels, Response Strategies, and Training Requirements Between Different Types of Drug Information Centers

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BACKGROUND

- Increasingly, patients and providers are using the internet to find out information about medications, and therefore the competitiveness of the different drug information centers has increased.

- This study aimed to compare the drug information centers (DICs) in three settings:
  - Pharma
  - Hospital
  - Academic

OBJECTIVE

- To compare communication channels, response strategies, and training requirements between different types of drug information centers.

METHODS

- The survey was divided into 5 sections which included the following 25 survey questions:
  - 5Q: Ways of responding to drug information inquiries
  - 3Q: Ways of receiving drug information inquiries
  - 3Q: Reasons for non-response to drug information inquiries
  - 5Q: Qualifications for staff providing drug information
  - 5Q: Frequency of required qualifications

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RESULTS

- The majority of respondents from Pharma (58%), Academic (67%), and PCC (90%) settings indicated that they attend medical conferences, CE programs, and meet with subject-matter experts as ways of training on their own.

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CONCLUSION

- Based on the results of this survey, there were several differences found between the different types of drug information centers.

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