Identification, Analysis, and Communication of Trends and Signals from Medical Information Inquiries in the Pharmaceutical Industry

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BACKGROUND

Dealing with the healthcare needs of patients is critical for pharmaceutical companies. It is essential to identify and analyze trends and signals from medical information inquiries to ensure drug safety, compliance, and regulatory requirements are met. The information gathered through these inquiries helps companies make informed decisions and improve their products.

OBJECTIVE

The objective of this project was to identify best practices for analyzing medical information inquiries among pharmaceutical companies, focusing on the identification, analysis, and communication of trends and signals from medical information inquiries.

RESULTS

Company and Respondent Demographics

Table 1 presents the demographics of the respondents, including their role, department, and company size. The survey was conducted among companies of various sizes, with pharmaceutical and biotechnology firms being the most common.

Figure 1 – Response Rate and Completeness of Response Among Participants.

Figure 2 – Company Size by Number of Employees, N = 26.*

Figure 3 – Number of Supported Promoted Products by Department, N = 26.

Table 2 – Method of Receiving Medical Information Inquiries.*

Table 3 – Information Used to Identify Trends and Signals from Medical Information Inquiries.*

Identification and Analysis of Medical Information Inquiries

The identified medical information inquiries include promotional activities linked to 31% of the promotions, departmental activity near 30%, and public relations near 24%. The top three methods of validation include observing trends in inquiries, hallmarking trends, and analyzing trends from medical information inquiries.

Figure 4 – Tools and Processes Utilized to Identify and Analyze Medical Information Inquiries, N = 25.*

Table 4 – Personnel Responsible for Identifying and Analyzing Medical Information Inquiries.*

Figure 5 – Method of Medical Information Retrieval by Number of Medical Information Inquiries per Month, N = 26.*

Figure 6 – Tools and Processes Utilized to Identify and Analyze Medical Information Inquiries, N = 25.*

Table 5 – Method of Trend and Signal Validation.*

Table 6 – Departments that Receive Knowledge Reports.*

Table 7 – Frequency of Knowledge Report Communication, N = 24.

CONCLUSION

Medical information inquiries are most commonly received through customer feedback from field medical liaisons, sales representatives, and speaker programs. The most common methods of validation include observing trends in inquiries, hallmarking trends, and analyzing trends from medical information inquiries.

LIMITATIONS

The study's limitations include a small sample size, potential nonresponse bias, and the generalizability of the findings to other pharmaceutical companies.

REFERENCES

