

BACKGROUND

- An abundance of online and medical tools have created many avenues for pharmacists to access the most up-to-date information regarding pharmaceutical products.
- The resources used may vary between different practice settings (industry, retail, academia, hospital) making it unclear which method is preferred.
- Institutions and corporations have various services available to its employees, which are part of their basic subscription.
- Emergence of mobile technology has increased access of medical information to pharmacists in all practice settings.

OBJECTIVES

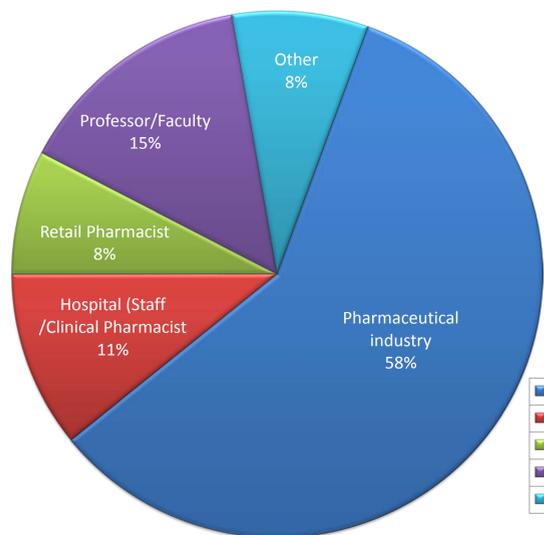
- The objective of the study is to identify which method pharmacists prefer when accessing drug/medical information.
- The research aims to identify types of traditional and online resources being used by pharmacists in different functional areas of industry, hospital, retail, and academic settings.
- Knowledge of pharmacists' preferences can be used to design information resources to facilitate usage.

METHODS

- A web-based survey was e-mailed out to:
 - Pharmacists at various pharmaceutical companies
 - Ernest Mario School of Pharmacy – Rutgers University Faculty
 - Robert Wood Johnson University Hospital Staff
 - Retail pharmacists from class of 2010
 - Medical/Drug Information ListServes
- Survey included multiple choice/rating scale questions looking at the following criteria:
 - Area of practice
 - Length of experience
 - Method of preference/access
 - Rating of preference/access
 - Use of mobile device
 - Limitation of resources
- A three week period was given to the participants to complete the survey (2/4/2011 – 2/23/2011).
- All participants were anonymous and no personal information was collected in the survey.

RESULTS

Figure 1. Primary Practice Settings (N=157)*



Practice Setting	n
Pharmaceutical industry	92
Hospital (Staff/Clinical)	17
Retail Pharmacist	12
Professor/Faculty	23
Other	13

Figure 2. Use of Sources by Practice Setting for Non-Generic Products (N=157)*

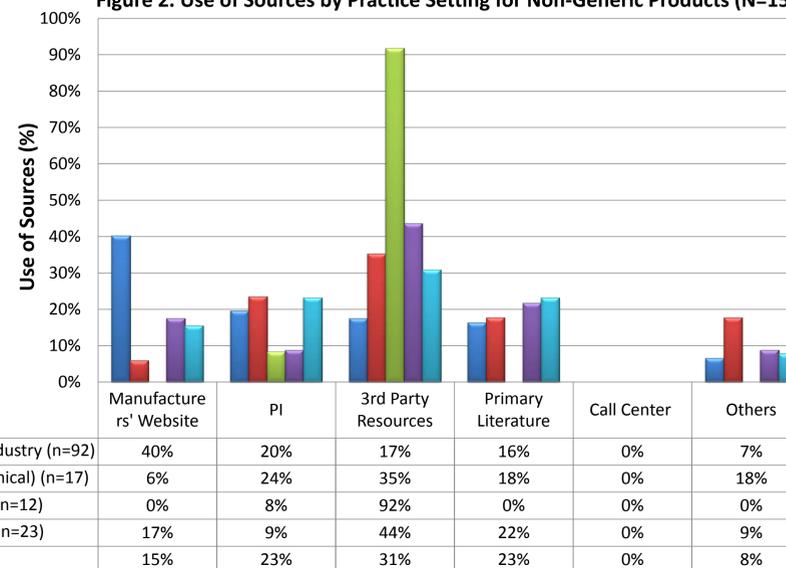


Figure 3. Computer / Internet Browser Use by Practice Setting

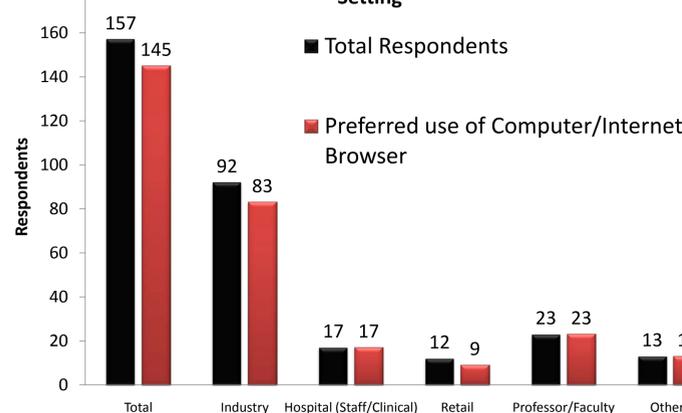
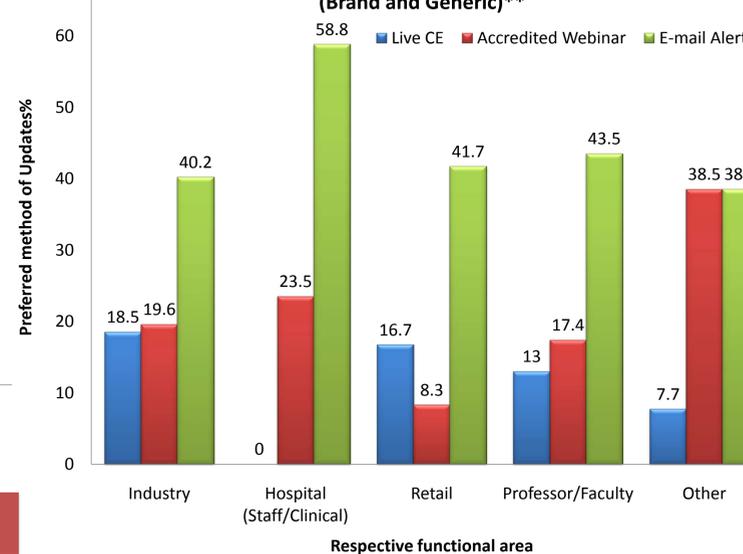


Table 1. 3rd Party Resources Preferred by Pharmacists

3rd Party Resources	Non-Generic	Generic
Clinical Pharmacology®	6%	8%
Micromedex®	49%	48%
Lexi-comp®	14%	16%
Epocrates®	16%	17%
PDR/PDR Health®	1%	NA

Figure 4. Preferred Method for Receiving MI Updates (Brand and Generic)**



*Other practice settings included: Drug information center(4), Medication Use Policy & Informatics, Advertising (2), Retail Setting at Industry, Hospital and Industry, Medical Communications, Pharmacy Benefit Manager, Medical Reference Editor, Law
 **Other available choices to receive updated information were: Non-accredited webinar or online self-read (30 minutes or less), Industry-sponsored Lunch & Learn, Mail alerts

RESULTS (Cont.)

- Figure 1 shows the distribution of pharmacists in different practice settings who completed the survey. Fifty-eight percent of the participants were in an industry setting.
- Manufacturers' website (40%) was used twice as much than 3rd party resources (17%) and primary literature (16%) to obtain non-generic product information in the pharmaceutical industry (Fig. 2).
- Third party resources were primary way of accessing medical information across hospital, retail, and academia settings (Fig. 2).
- Use of the computer/internet browser was the primary way of accessing medical information across all practice settings (Fig. 3).
- Micromedex® was preferred ~50% of the time when accessing non-generic or generic information through 3rd party resources (Table 1).
- The use of a manufacturers' medical information call center was not preferred (0%) across all practice settings.
- E-mail alerts were preferred ~60% of the time in hospital setting compared to ~40% in other practice settings to receive updates (Fig. 4).
- Although Mobile phones (6%) were not often used compared to a computer/internet browser (92%), they were the second most rated method of access to obtain medical information.

LIMITATIONS

- A small number of participants were included in this analysis making it difficult to compare to the general population.
- There was not an even distribution of participants across practice settings who completed a survey.
- Only 8% of the analyzed participants were retail pharmacists.

CONCLUSION

- Over 90% of pharmacists, regardless of the practice setting, preferred computer/internet browser use to obtain MI.
- Third party resources were the preferred method across all practice settings when accessing MI about a generic product; E-mail alerts were the preferred method for receiving medical information updates twice as much compared to live CE and webinar combined.
- Computer/Internet and E-mail are preferred over traditional methods to access MI amongst pharmacists today.

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