Division of Academic Detailing Database

Established: April 2014

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Kazumi Yoshizawa, Associate Professor, Faculty of Pharmaceutical Sciences
Tsugumichi Sato, Lecturer, Faculty of Pharmaceutical Sciences
Ryoko Takazawa, Lecturer, Faculty of Pharmaceutical Sciences
Satoka Yamane, Assistant Professor, Faculty of management

5 members of visiting Professor

Objectives

Academic detailing is personalized support for improving both knowledge and clinical decision-making by the latest non-commercial evidence-based data.

Extension of Academic Detailing and Development of Database

Our pharmacist education program utilizing basic pharmaceutical sciences for patients is still not enough to be a highly qualified clinical pharmacist. Therefore, we focus on utilizing basic pharmaceutical sciences and established division of Academic Detailing Database in our University.

Development of Academic · Detailer Training Program: We will utilize basic pharmacology clinically to train Academic Detailers that can provide fair neutral drug comparison information based on evidence and disseminate Academic Detailing.

Research on Academic Detailing Effect: We will study the influence of academic · detailing to doctor on prescription.

Industry-academia cooperation

We will create academic / detailing support data base with industry-university collaboration and build collaboration with medical science · liaison training.

Our Goal

Due to the spread of academic detailing, We will lead to better prescription and contribute to the improvement of medicine treatment quality in Japan.
Highlight of Outcome ①

Development of system on Comparison through Viewpoint of Drug Characteristics

We can select mainly best medicine through viewpoint of drug characteristic such as pharmacological action, physical chemistry characteristic and metabolite mechanism by the system that we developed.

1. Selecting mainly best medicine through viewpoint of clinical stage.
2. Selecting best medicine through viewpoint of drug characteristics.

Utilizing basic pharmaceutical sciences for patients

Academic Detailing Strategy Project

Medicine industry-academia collaboration

Academia  Hospital and community pharmacy  Pharmaceutical company

Development of clinical utilization database on basic pharmaceutical sciences

Academic • Detailer training to provide comparative information on medicine

Medical Science Liaison training to provide advanced pharmaceutical information

Overseas drug information database

To the optimal prescription by industry-academia cooperation