

Informative MRs: The Ranking of Pharmaceutical Companies in Japan

A recent online survey conducted by Nikkei Research focused on information provision by pharmaceutical companies' medical representatives.

TOKYO, JAPAN, October 22, 2021 /EINPresswire.com/ -- Nikkei Research conducted an online survey to discover the information-provision performance of pharmaceutical companies' MRs (medical representatives).

Top pharmaceutical companies with informative MRs by department

Internal medicine	Daiichi Sankyo
Endocrinology/Diabetics	Novo Nordisk
Cardiology	Daiichi Sankyo
Respiratory	GlaxoSmithKline
Dermatology	Maruho

Source: NIKKEI Research

Survey participants were asked to name pharmaceutical companies with MRs in different categories that give them useful information. The rated companies that topped the list differed by department, but Daiichi Sankyo was the only company to be ranked as No.1 in two categories – internal medicine and cardiology.

Read more about the rankings in the article below.

Ranking of Pharmaceutical Companies by the Performance of Medical Representatives (Japan)

<https://www.nikkei-r.co.jp/news/release/id=8134>

The survey was held from August 12th to 17th, targeting physicians in Japan specializing in internal medicine, endocrinology/diabetics, respiratory, dermatology, and cardiology. Nikkei BP's Nikkei Medical online panel of healthcare professionals was used, and a total of 507 responses were collected.

The survey revealed that an average of 7.6 MRs had contact with and provided information to a given physician. However, among such MRs, only 4.9 were considered to be engaging and informative.

There were further findings in the survey about information source preferences and comparisons classified by physician segment. Also, focusing on pharmacists, the survey explored what type of information sources were favored, as well as the involvement, expectations and

performance of pharmacists when supporting the prescription process.

Please access the following articles for more details on the survey results.

- [□ Doctor's Source of Information in a COVID Era](#)
- [□ Ideal Strategy for Healthcare Companies to be Doctor's Best Partner](#)
- [□ How Pharmacists affect Doctor's decisions on Prescribing](#)

Public Relations Office

Nikkei Inc.

pr@nex.nikkei.co.jp

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/554195150>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.