

MS03-4 Drug safety — from patients' perspective

○Kyoko KITAZAWA¹

¹Nikkei Business Publications, Inc.

Patients expect drugs are 100% effective and safe. Unfortunately, however, most drugs are not perfect. Continuous efforts by health professionals and industry should be made to maximize efficacy and safety.

1) Deliver right drugs: Medication errors caused by similar names and shapes have been repeatedly reported. Some drugs have changed their brand names to decrease such errors. Focus should be made to both brand and generic drugs, as generic drugs are increasingly prescribed these days.

2) Add information to drugs: Drug information written in a patient-friendly format is helpful. Such documents have been provided by the government and some other bodies. It is also important how health professionals provide drug information to patients. Some skills may be necessary for better communication with patients.

3) Improve quality of information: Quality as well as quantity of information is essential. Try to find harm which does exist but have not been identified. Continuous efforts should be made in post-marketing phase when drugs are used by broader population.

4) Encourage personalized medication: Each patient wants to know whether this drug would work to him/her as well as statistical data derived from someone else. Pharmacogenomics and PK/PD research should be encouraged in order to develop personalized medication.