MS03-5 **New view point of post-marketing safety measures for safe and effective use of drug**

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When we try to look up the history of past major ADR cases, we easily found a common tendency that significant number of cases had encountered their major safety issues while shortly after their launching in the market. That now explains recent reiteration of safety monitoring at launching timing. Since we expect much more new drugs associated with brand new biological and pharmacological function which derived from recent advancement of molecular and genomic sciences, the importance of post launch duration in terms of bring a new drugs safely up will be ever increasing. At the same time, we know there is a group of drugs of which ADRs have been well established and known among health care providers but still keeps the position of major causes of serious ADRs source. I am afraid there might be a kind of mild acceptance of association of some ADRs among them, after all. Once we stood on a patient point of view, there is no distinction of new drugs from others. People may simply wish to be provided with safe and effective drugs.

In this context, I would like to discuss on possible effect of socio-psychological aspect associated with mass broadcasting of information and news, etc., through TV or internet on our safety judgment and actions for more rational approach to attain safe and effective drug use.