Positioning of ARs

The Prescription Pharmaceutical Wholesale Business has been implementing its own education program since 2009 to support employees who take the MR (Medical Representative) qualification exam. An AR combines the agility of an MS with the expertise of an MR. In addition to carrying out extensive and high-level sales activities, ARs also promote business as creators of new value.

Human Resources with Specialized Knowledge

Naomi Yoshida
AR Planning and Management Group, AR Training Department, MEDICEO CORPORATION

Support for AR training to contribute to the appropriate use of pharmaceuticals

The AR Training Department where I work provides integrated education from initial training as an AR to subsequent skill and knowledge enhancement training. To support MSs (marketing specialists) who want to become ARs by passing the MR qualification examination, I arrange lecturers and create training materials. I help break down complicated terminology into more accessible language using my specialized knowledge as a pharmacist. I work every day to improve my ability to help them steadily acquire the basic knowledge required to pass the exam. This includes deepening their understanding of specialized terminology, pharmaceuticals, and different diseases.

Going forward, I want to continue to help develop as many ARs as I can because their work not only supports pharmaceutical distribution but also contributes to medical treatment by promoting the appropriate use of pharmaceuticals.