



Best Programs & Best People Service

Account Manager Performance — Fall 2011

Health plan pharmacy and medical directors value account managers who can effectively advocate for their needs and have excellent follow-up. HIRC's *Account Manager Performance* report provides in-depth analysis of health plans' perceptions and expectations of pharmaceutical company account managers and includes benchmarking ratings of account manager quality by company. Additionally, the *Account Manager Performance* report addresses the following questions:

- What skills are most important for pharmaceutical account managers to demonstrate?
- Which pharmaceutical company account managers excel at demonstrating ten desired skills?
- How do poor account managers "fall short" and what opportunities exist for skill improvement?
- What key factors enhance account manager access?

Key Finding

Merck and AstraZeneca are ranked highest for the quality of their account managers who clearly demonstrate the account management skills most important to managed care clients.

Which pharmaceutical companies have the highest quality account managers?

Managed care customers rate AstraZeneca and Merck as having the highest quality account managers. Top-rated account managers are most often experienced, proactive, and can access key resources within their pharmaceutical companies.

- **AstraZeneca's** account managers are praised for their proactivity, tenure, and good rapport with pharmacy directors.
- **Merck's** account managers are rated highest by medical directors because of their experience, tenure, and extensive knowledge base.



Additional insights into what differentiates a high quality account manager from a poor account manager can be found in the *Account Manager Performance* report.

Pharmacy Directors

1. AstraZeneca
2. Centocor Ortho Biotech
3. Novo Nordisk*
3. Forest*
5. Abbott*
5. Boehringer Ingelheim*

Medical Directors

1. Merck
2. Novo Nordisk*
2. Sanofi*
4. GlaxoSmithKline
5. Genentech*
5. Novartis*
5. Johnson & Johnson*

* = tie.

About HIRC

Health Industries Research Companies (HIRC) conducts strategic market research on trends in health care, pharmaceuticals, and managed care businesses.



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What skills are critical in building relationships with health plans?

HIRC's health plan panelists value account managers who are responsive, effectively advocate for their needs, and have the ability to help them better understand key issues within the managed care context.

What are the top five most important skills for pharmaceutical account managers to demonstrate?

1. Responsiveness/follow-up
2. Advocates for health plan needs
- 3.* Shares insights/best practices
- 3.* Proactive/takes initiative
5. Strategic partner

* = tie.

The *Account Manager Performance* report examines which pharmaceutical companies excel at each of these account management skills, as well as how these skills can be leveraged to improve access.

Research Methodology and Report Availability

In fall 2011, HIRC surveyed 54 health plan pharmacy and medical directors at leading national, regional, and BCBS plans. HIRC used a combination of surveys and follow-up telephone interviews with 28 panelists to gather in-depth information and insights.

The *Account Manager Performance* report is part of the fall 2011 *Best Programs and Best People Service*, and is now available to subscribers at www.hirc.com.

About HIRC's Best Programs & Best People Service

The *Best Programs and Best People Service* benchmarks pharmaceutical companies' value-added program offerings and account manager performance on a twice-yearly basis. HIRC identifies customer preference and interest in programs, critical account manager and MSL skills, as well as trends and opportunities in the health care marketplace.

Research is conducted via extensive surveys and one-on-one interviews with health care industry executives across four managed care customer markets:

- Health Plan Pharmacy Directors
- Health Plan Medical Directors
- Medicare PDPs
- Pharmacy Benefit Managers

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