



Best Programs & Best People Service

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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Program Case Studies in Oncology Care and Medication Compliance — Fall 2011

Health Industries Research Companies has released several new case studies that focus on health plan program partnerships with pharmaceutical companies in the areas of oncology care management and medication compliance. These case studies provide clear and detailed guidance in developing successful disease focused value-added programs and can also serve as decision-making tools for resource allocation.

Key Finding

Partnerships between health plans and pharmaceutical companies can enhance program efficiencies and provide insights into patient behaviors and treatment trends.

Pfizer's Patient Navigator Program Enhances Efficiencies

Pfizer partnered with a regional health plan to assist in strengthening ties with oncology care sites, lowering care management resources, and addressing unique needs of patients in urban settings. The Patient Navigation in Cancer Care is a turnkey program for which Pfizer provides training to Patient Navigators to successfully guide patients through cancer treatment. Through the partnership with Pfizer, the health plan was able to enhance efficiencies in oncology patient care and strengthen relationships with partner institutions.

The *Program Case Studies* chapter of the *Best Programs & Best People* service highlights factors in program development; examines program results, strengths, and opportunities for improvement; analyzes key reasons for program success; and provides actionable recommendations.

Case Studies: Patient Navigation in Cancer Care

Pharmaceutical Partner	Health Plan Characteristics	Program Description
Pfizer	<ul style="list-style-type: none"> Regional plan with 600,000 lives 40% commercial, 40% Medicaid, 20% Medicare Advantage 	<ul style="list-style-type: none"> "Train the trainer" type program; enables health plan and partner institutions (e.g., hospitals, cancer centers) to enhance oncology care by training "patient navigators" to guide patients through treatment processes and more effectively manage interactions with various medical professionals.

Source: HIRC *Best Programs & Best People Service*, Interviews, Fall 2011.

Compliance Partnerships Provide Insights into Patient Behaviors and Treatment Trends

HIRC interviewed health plan executives from leading plans to learn about their health plans' collaborations with pharmaceutical companies to enhance patients' compliance with drug therapies.

Case Studies: Compliance		
Pharmaceutical Company	Health Plan Characteristics	Program Description
Boehringer Ingelheim	National plan 4 million lives 60% commercial, 35% Medicare, 5% Medicaid	<ul style="list-style-type: none"> Software program to review medical and pharmacy claims with the goal of identifying COPD patients and assessing their relative risk levels for drug non-compliance.
Forest Laboratories	Regional plan 600,000 lives 40% commercial, 40% Medicaid, 20% Medicare Advantage	<ul style="list-style-type: none"> Two part program: 1) Depression screening by PCPs and 2) Software for analysis of prescription drug claims to identify patients who may be non-compliant with antidepressant medications.
Novartis	Regional plan 1.6 million lives 100% commercial	<ul style="list-style-type: none"> CD-ROM/web-based chart review program to identify patients who may be non-compliant with medications in targeted therapeutic categories.

Source: HIRC *Best Programs & Best People Service*, Interviews, Fall 2011.

The collaborations presented in the *Case Studies: Compliance* chapter demonstrate that each pharmaceutical company clearly understood the value to their customer of enhancing compliance rates and recognized the win:win opportunity created by their shared interests. Health plan customers also appreciated the pharmaceutical companies' support in facilitating the identification of patients who may not be compliant with their medications. However, the pharmaceutical companies could have had a greater impact on the overall value of their initiatives if they had been able to provide insights or resources to enhance compliance rates and patients' behavior rather than just identify individuals who might be at risk.

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Research Availability

The *Program Case Studies* chapter is part of the fall 2011 *Best Programs & Best People Service*, and is available now to subscribers at www.hirc.com. Additional research available this fall includes:

- *Account Manager Skills and Attributes*: Provides ratings of account manager quality and performance by company, as well as a description of the key factors that define exceptional account management.
- *Medical Science Liaison Skills and Attributes*: Assesses managed care panelists' perceptions of quality of pharmaceutical company medical/clinical science liaisons.

About HIRC's Best Programs & Best People Service

The *Best Programs & 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, 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 Advantage and PDPs
- Pharmacy Benefit Managers

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