



Best Programs & Best People Service

Manufacturer Supported Program Trends 2011

HIRC research with leading managed care decision-makers highlights their experience with pharmaceutical manufacturers' program offerings directed towards managed care customers. In addition to presenting benchmarking trends in program activity and customer interest, the *Program Profiles* update provides in-depth information on 16 program categories. Each profile contains the following relevant information:

- Analyses of customer and manufacturer benefits
- Descriptions of the services or resources being provided by manufacturers to their health plan customers
- Assessments of the change in panelist interest in a program area
- Criteria for successful programs as well as possible program pitfalls
- Descriptions of the activities of the manufacturers most frequently nominated for providing the best programs in a given category.

Key Findings

Disease management and patient education remain the foundation for many collaborative programs, while comparative effectiveness research stands out as an area of significant opportunity for pharmaceutical firm program support.

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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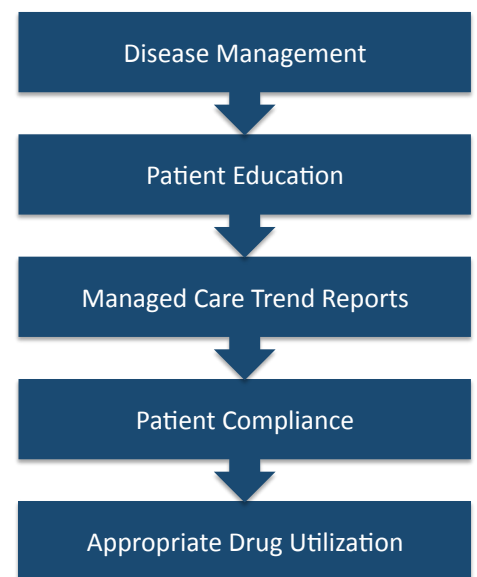
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Disease Management and Patient Education Lead All Program Offerings

Disease management and patient education remain key areas for collaborative programs as health plans believe that informed patients will have healthier lifestyles and greater adherence to therapies. Patient compliance, appropriate drug utilization, and disease management all rely on patient education materials for their foundations.

Managed care trend reports continue to receive support because they can facilitate customer access for account managers and offer health plans unique insights into industry trends.

"Best" Manufacturer Supported Programs

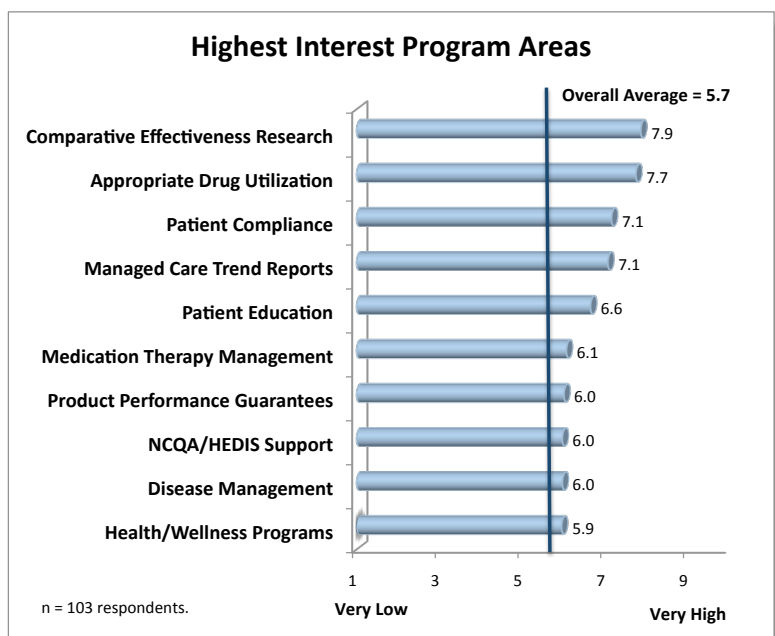


n=103 respondents.

Panelists Express Highest Interest in CER and Appropriate Drug Utilization

Comparative effectiveness research (CER) stands out as an area of significant opportunity to support product differentiation and influence the P&T process. Managed care panelists note the importance of CER in supporting or enhancing access and reimbursement decisions, and mention oncology, diabetes, cardiovascular and specialty biologics as areas of greatest interest for CER information.

Managed care is interested in appropriate drug utilization programs that can address cost issues while optimizing clinical outcomes. Successful appropriate drug utilization initiatives need to support health plan's priorities and established clinical standards.



Research Methodology and Report Availability

In January and February 2011, HIRC asked 103 health plan pharmacy and medical directors, Medicare executives, and pharmacy benefit managers to assess their current experience with, and future interest in, 16 pharmaceutical company-supported programs. Panelists were asked to nominate three manufacturers providing the best programs in each program category. In-depth follow-up interviews were conducted with 49 panelists.

The *Program Profiles* report is part of the spring 2011 *Best Programs and Best People Service*, and is available now 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, 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 Executives
- Pharmacy Benefit Managers

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