



Employers & Coalitions Service

Pharmaceutical Company Partnerships in the Employer Market — 2011

Despite the challenging economic environment, employers and pharmaceutical firms have abundant opportunities to develop valuable “win-win” partnerships. HIRC's update, *Pharmaceutical Company Ratings, Collaborations & Profiles*, provides key trends in employer/pharmaceutical company relationships and includes the following information:

- Who are the most active pharmaceutical firms partnering with employers?
- How receptive are key employer market segments to visits from pharmaceutical account managers?
- Which companies are most often identified as employers' “partners of choice”?
- Which companies have the best account managers working with employers?
- Which companies are noted for their expertise in the employer market?
- What types of programs are employers most interested in implementing?

Key Findings

Pfizer leads in the employer market as the primary “partner of choice” and as a key provider of valued resources and program collaborations.

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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Pfizer and Merck are Employers' Primary “Partners of Choice”

Pfizer and Merck are the pharmaceutical firm “partners of choice” of HIRC panelists, in large part due to the quality of their dedicated account managers and the breadth of resources they offer. These leading companies employ high quality account managers and offer program resources to address employer market needs.

Pfizer is noted for comprehensive programs and credible resources, especially for smoking cessation.

Merck is recognized for its flexibility and willingness to provide a variety of support options to employers.

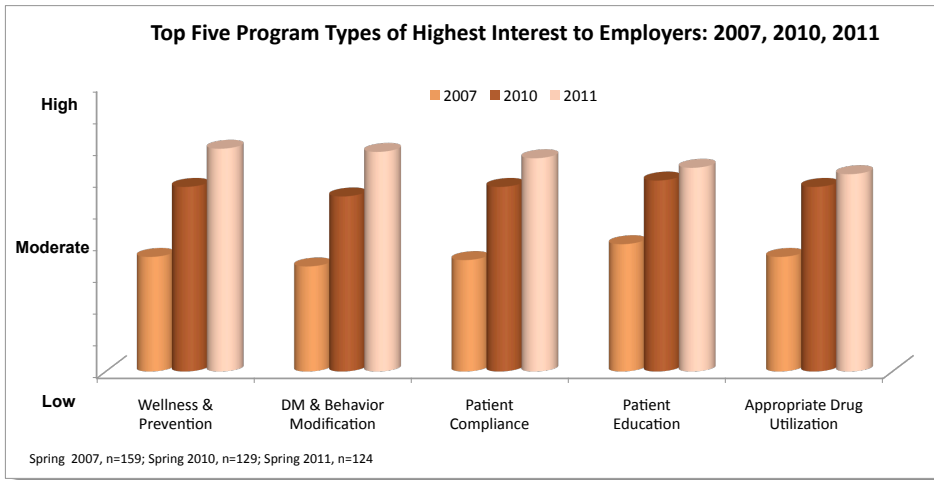
Employers' "Partners of Choice"



n=124.

Employers are Most Interested in Wellness and Prevention Initiatives, Patient Education, and Patient Compliance Programs

Programs aimed at keeping employees healthy and reducing employers' overall health care costs continue to interest employers and coalitions. Employers' interest in wellness and prevention, disease management, and patient compliance has steadily increased over the past five years. Interest in patient education and appropriate drug utilization also increased in the same time period, but less dramatically since 2010.



In-Depth Pharmaceutical Company Profiles Provide Insights and Competitive Intelligence

HIRC's update, *Pharmaceutical Company Ratings, Collaborations & Profiles*, includes profiles of 18 pharmaceutical firms currently supporting health management initiatives in the employer market. Each of these profiles includes program collaborations with each employer segment, disease areas targeted, and change in activity over the past 12 months. These profiles provide valuable insights into a pharmaceutical company's strategic focus and program priorities, as well as assist in understanding competitors' investment strategies and customer-focused initiatives.

Research Methodology & Report Availability

Research was conducted in spring 2011 with 124 employer market panelists representing over seven million active employees. Information was gathered from employee benefits managers, corporate medical departments, and employer health care coalitions via mail and online surveys. A subset of respondents participated in follow-up interviews.

Subscribers to the *Employers & Coalitions Service* may download the complete report, *Pharmaceutical Company Ratings, Collaborations & Profiles* at www.hirc.com.

About HIRC's Employers & Coalitions Service

The *Employers & Coalitions Service* is an ongoing research project that focuses on key influencers within the employer health care market and their impact on the use of pharmaceutical products. The service includes health and drug benefits trends and strategies; profiles of pharmaceutical firms investing in the employer market; specialty medication trends; and employers' perspectives on the impact and management of specific diseases.

Research is conducted annually with the following three panels:

- Employee Benefits Managers
- Corporate Medical Departments
- Health Care Coalitions

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