

# LTC Consultant Pharmacy Research— Spring 2011

## Forest Loses Longstanding Lead Over Other Firms on Contracting and Program Ratings

Forest suffered a substantial drop in ratings in 2011, and lost the strong lead it had maintained for many years over other companies in the LTC market. Forest is now tied for #1 overall with Boehringer Ingelheim. HIRC's LTC panelists report that Forest "disbanded their LTC unit" in late 2010.

LTC Consultant Pharmacists rated BI and Novo Nordisk highest in willingness to negotiate contracts. Forest was rated highest on value of programs/resources for their educational offerings on Alzheimer's disease and depression.

### Top Manufacturers — LTC Consultants

Best in Contracting	Best in Programs/ Resources	Partner of Choice	Best Account Managers
Boehringer Ingelheim	Forest	Forest	Forest

## Managed Markets & National Accounts Service

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## Contact Information

Dorothy Hess  
VP, MMNA Research  
215.517.6860  
dhess@hirc.com

## Some Manufacturers Contracting Directly with Nursing Home Chains

Consultant pharmacists report that manufacturers' rebates for Part D drugs are steady to declining. Most panelists estimate they are able to switch 10-25% of Part D prescriptions brand-to-brand, with the average around 20%.

A new trend reported by HIRC's LTC panel is direct contracting between the manufacturer and the nursing home chain for drugs used in the Medicare Part A population, where the facility can exert high control on utilization.

## Report Methodology and Availability

HIRC's LTC Consultant Pharmacy research was conducted in the first quarter of 2011 through a combination of 25 surveys and 12 in-depth interviews with Consultant Pharmacists from key LTC pharmacy providers. The complete findings are outlined in Chapter VI of the Spring *Managed Markets & National Accounts Handbook*, which is available to subscribers at [www.hirc.com](http://www.hirc.com).

## About HIRC

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



# HIRC

519 Seabright Ave, Suite 211  
Santa Cruz, CA 95062

[www.hirc.com](http://www.hirc.com)