



Specialty Pharmaceuticals Service

Partners and Services Supporting Specialty Pharmaceuticals — Spring 2011

A new report from HIRC, *Partners and Services Supporting Specialty Pharmaceuticals*, examines health plan pharmacy and medical directors' perspectives of the best pharmaceutical partners and most valued support services for specialty pharmaceutical medications. This research addresses the following questions:

- Which pharmaceutical manufacturers are most often nominated as health plans partners of choice?
- Which pharmaceutical manufacturers provide the most valuable support by therapeutic area?
- Which services are included in the best programs?

Centocor Ortho Biotech and Genentech are most frequently named by health plan directors as their specialty pharmaceutical partners of choice. Most often manufacturer support is provided for patient education and compliance programs.

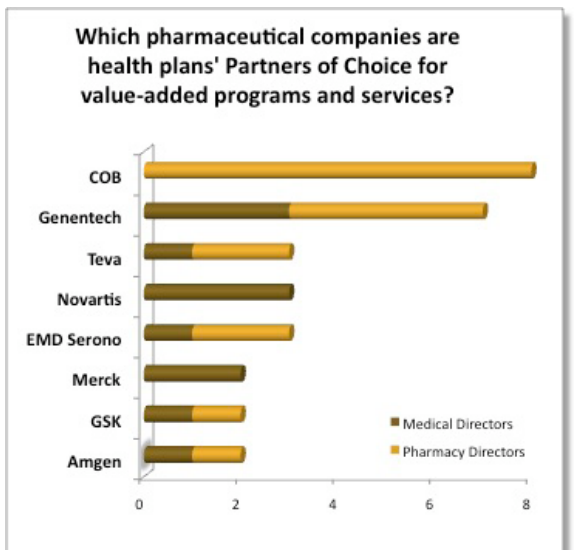
Key Findings

Pharmaceutical Partners of Choice

A pharmaceutical partner of choice provides a broad range of support including clinical services, patient and physician education, patient assistance, effective contracting, and appropriate marketing. Centocor Ortho Biotech and Genentech are the leading specialty partners of choice, as nominated by health plan pharmacy and medical directors.

Centocor Ortho Biotech is lauded for extensive support across contracting, managed care services, patient education, and patient assistance. The company is noted for supporting RA, Crohn's disease, and psoriasis.

Genentech is praised for clinical support, patient and physician education and defining when, where and why their drugs should be used.



Other valued partners reported by health plan executives include Teva Neuroscience, Novartis, EMD Serono, Merck, GlaxoSmithKline, and Amgen.

About HIRC

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



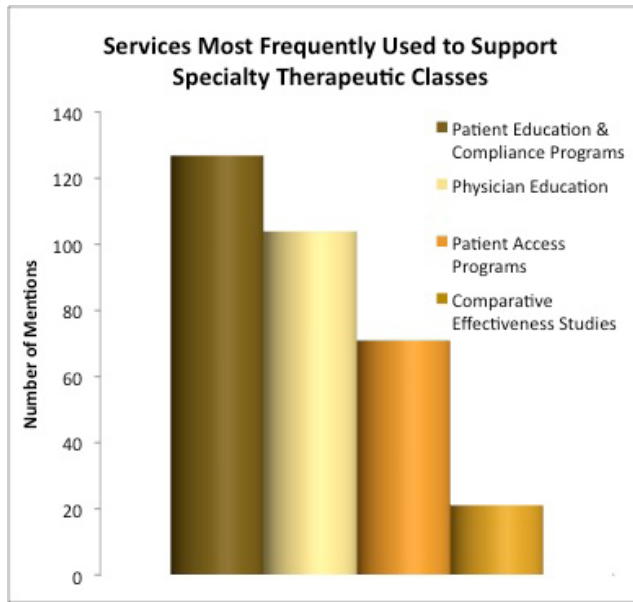
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Manufacturer Support Services

Patient education and compliance programs are associated most frequently with the best value-added manufacturer services provided to health plans. Additionally, research participants note a dearth of CER support.

Health plan executives cite the importance of, and interest in, seeing more effective comparative effectiveness studies. They would value more clinically-driven studies, but have not seen adequate support from pharmaceutical firms in this area.



Research Methodology & Report Availability

In January 2011, HIRC surveyed 54 pharmacy and medical directors at leading health plans that represent almost 67 million lives. HIRC used a combination of surveys and follow-up telephone interviews with panelists to obtain managed care trends across nine high-profile specialty therapeutic classes.

The *Partners and Services Supporting Specialty Pharmaceuticals* report is part of the *Specialty Pharmaceuticals Service* and is now available to subscribers at www.hirc.com.

Additionally, the following updates will be available to subscribers of the *Specialty Pharmaceuticals Service* in May 2011:

- Fixed and percent copay pricing and out-of-pocket limits
- Formulary and utilization management
- Physician reimbursement and specialty pharmacy

About HIRC's Specialty Pharmaceuticals Service

The *Specialty Pharmaceuticals Service* presents managed care trends in specialty pharmaceutical benefit plan design, fixed and percent copay pricing and enrollment, out-of-pocket limits, formularies, specialty pharmacy, physician reimbursement, and utilization management tactics. The service provides in-depth reviews of nine high profile therapeutic categories:

- Asthma
- Crohn's
- Erythropoiesis-Stimulating Agents
- Hepatitis C
- Multiple Sclerosis
- Osteoporosis
- Psoriasis
- Rheumatoid Arthritis
- White Blood Cell Stimulants

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