

Best Programs & Best People Service Overview

The Best Programs & Best People Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added programs. The service provides valuable insights concerning skills and attributes that are critical for successful AMs and MSLs, as well as guidance for the development and implementation of value-added programs for key health care influencers.

Who Should Subscribe?

Leaders in the pharmaceutical and biotech industries including:

- Account and marketing VPs
- Sales and marketing teams
- Health economic outcomes and data professionals
- Health care quality or innovation professionals
- National and regional account managers and directors involved in account manager training, MSL training, program development, and resource allocation
- All others doing business in the managed markets, market access, or managed care space

Why Subscribe?

Pharmaceutical companies need strategic information to best position value-added programs that meet their managed care customers' needs. HIRC research provides competitive benchmarking information that is an essential component in developing product launch and pull-through initiatives. Subscribers will gain insights into the following areas:

- Leading pharmaceutical manufacturer program offerings
- Program and manufacturer benchmark assessments
- Account manager and clinical science liaison overall quality, specific skills sets, and training needs

Key Learnings

- Which program and service partnerships are most valued by pharmaceutical manufacturers' customers and why?
- What components are critical to a successful program?
- How can account managers add value to customer relationships?
- How can manufacturers differentiate their programs from their competitors?
- What are the areas of opportunity for program development?
- What key skills are necessary for medical science liaisons' exceptional performance?

Research Agenda

Spring

Manufacturer Profiles

Identifies the leading manufacturers offering the best programs as rated by HIRC panelists. These profiles highlight each manufacturer's program areas considered best-in-class by respondents, as well as shifts in program recognition over time.

Program Profiles

Highlights customer and manufacturer benefits, shifts in program interest, and key criteria for successful programs. Assesses interest, and experience, with comparative effectiveness research and/or other emerging areas of interest [e.g., Medicare Star rating support].

Disease Profiles

Identifies the types of pharmaceutical company programs and resources that health plans are using to target specific diseases and health conditions of concern. Highlights distribution of different types of programs by disease state as well as the relative investment level and program.

Account Manager Performance

Identifies the best pharmaceutical account managers responsible for maintaining relationships with four key managed care markets.

Medical Science Liaison Performance

Identifies the best pharmaceutical MSLs responsible for supporting the clinical information needs of PBMs, Medicare PDPs and Medicare Advantage plans, and pharmacy and medical directors at leading health plans.

Fall

Program Case Studies

Provides clear and detailed guidance in developing successful value-added programs, as well as tools for competitive benchmarking and resource allocation decision-making.

Medical Science Liaison Skills and Attributes

Assesses managed care panelists' perceptions of pharmaceutical company medical science liaisons. Includes in-depth descriptions of successful MSL characteristics.

Account Manager Skills and Attributes

Analyzes HIRC panelists' perceptions and expectations of pharmaceutical company account managers, ratings of account manager quality and performance by company, as well as a description of the key factors that define exceptional account management.

Special Topics

Assesses the impact that emerging topics of interest are having on health plans and their interactions with pharmaceutical companies. Potential areas of focus include collaborations with ACOs/PCMHs, support of Medicare Star ratings, etc. Specific areas of client interest may also be explored.

How to Subscribe to HIRC's Best Programs & Best People Service

For subscription information please contact:

Lauren Bolen, Research Director

215.542.1745

lbolen@hirc.com



HIRC

HEALTH INDUSTRIES RESEARCH COMPANIES (HIRC) is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceuticals and managed care businesses. HIRC's benchmark studies focus on the marketing needs of pharmaceutical companies by providing research critical to the development of successful customer-focused marketing strategies.

303 Potrero Street #42-305
Santa Cruz, California 95060
p: 831.426.5283 · f: 831.426.1549

www.hirc.com