



Care Management Service Overview

The Care Management Service assists pharmaceutical executives in positioning care management programs that meet the needs of their customers. This research provides benchmarking profiles of manufacturers' care management program investment across commercial health plan and Medicare segments, and also includes an overview of specialty therapeutic disease management, patient-centered medical home, and accountable care organizations.

Who Should Subscribe?

Leaders in the pharmaceutical and biotech industries including:

- Health management executives
- Brand managers
- Care management program managers
- Health economic outcomes and data professionals
- Health care quality or innovation professionals
- National and regional account managers who want to implement programs to improve patient outcomes and promote appropriate utilization
- All others doing business in the managed markets, market access, or managed care space

Why Subscribe?

HIRC research assists pharmaceutical executives in positioning care management [CM] programs that meet the needs of their customers. This service examines the manufacturer benefits of care management program investment including:

- Acquiring key strategic information to advance care management efforts
- Understanding care management programs at competitor companies
- Increasing market share of their products upon program adoption
- Improving patient compliance through appropriate use of medication
- Enhancing the formulary position for their products and providing a competitive edge over other brands
- Building strategic relationships with managed care organizations and Medicare plans
- Promoting physician access to care management programs for their patients
- Understanding the impact of health care reform on care management programs

Key Learnings

- What components are critical for a successful care management program?
- Which disease states are most frequently targeted with CM programs?
- Which manufacturers are currently providing the best CM programs?
- How are accountable care organizations utilizing care management programs across the health care continuum?
- What patient engagement tactics are patient-centered medical homes utilizing as part of their CM initiatives?

Research Agenda

Spring

Manufacturer DM Program Investment

Pharmaceutical manufacturers' disease management efforts are reported and levels of DM program investment are benchmarked. Leading manufacturers investing in DM are comprehensively profiled and analyzed.

Disease State Profiles

The top disease states being targeted for disease management programs are profiled. Evolution of disease management programs offered by pharmaceutical manufacturers to key customers is examined. Program components are detailed.

Patient-Centered Medical Home

Current initiatives in patient-centered medical homes are highlighted and pharmaceutical manufacturer advocates are identified from both health plan and physician medical group panelists.

Fall

Care Management Case Studies

In-depth analysis of care management programs adopted by health plans are examined. Case studies provide measurable results and benefits for both manufacturers and health plans.

Medication Compliance

Importance of medication compliance is explored by disease state. Disease state attributes critical to manufacturers compliance efforts are analyzed.

Specialty Therapeutic Areas

The top specialty therapeutic areas are profiled and include key disease management partners and manufacturers providing program investment.

Accountable Care Organization Trends

Analyzes commercial and Medicare ACO initiatives and pharmaceutical company initiatives from both health plans and hospital panelists.

How to Subscribe to HIRC's Care Management Service

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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.

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