

Managed Oncology Service Overview

The Managed Oncology Service offers insights, analyses and recommendations specific to oncology that are focused on manufacturer value-added programming, account management support, patients' cost burden, and developing management trends, such as clinical pathways.

Who Should Subscribe?

Leaders in the pharmaceutical and biotech industries including:

- Market researchers
- Sales and marketing executives
- Employer, payer, and corporate account managers and directors
- Product managers
- National and regional account management teams that want to expand their understanding of the priorities of employers and managed care organizations
- All others doing business in the managed markets, market access, or managed care space

Why Subscribe?

HIRC research assists in developing strategic responses to the evolution of health plans' management of oncology drugs. The service offers comprehensive analyses of managed care trends in the management of cancer agents and marries detailed survey data with in-depth interviews of health plan executives, providing rich and nuanced analyses of current and expected approaches to the management of oncolytics. The research includes benchmark data from manufacturers' value-added, oncology-focused programming, identifies potential opportunities for partnerships, and evaluates account management support specific to managed care's oncology-related needs.

Key Learnings

- How are MCOs addressing the rising cost of cancer treatments?
- How do manufacturers' account managers and medical science liaisons compare in supporting plans' oncology specific needs?
- What is the adoption rate of clinical pathways?
- What role do biologic management companies play?
- What are the trends in patient cost sharing for drugs covered under the pharmacy and medical benefits?
- Are MCOs developing preferred drug lists for oncology?
- Which manufacturers offer the best oncology management support

Research Agenda

Employers' Oncology Management Trends

Identifies the key trends in employers' approaches to the management of oncology treatments. Assesses the use of specialty pharmacies, utilization management techniques, use of preferred agents, and oncology-specific health management initiatives.

Oncology Partners and Programs

Assesses the quality of oncology programs and services provided by various partners, along with their level of influence on oncology drug management policies. Identifies manufacturer partner of choice for value-added services specific to oncology and compares quality ratings of individual pharmaceutical company oncology program components. Evaluates partnership opportunities for manufacturers.

Account Management Support for Oncology

Benchmarks overall quality of account management and MSL support for oncology. Identifies key skill sets for effective customer interactions and opportunities for improvement.

Patient Cost Sharing

Analyzes copay burdens for members covered by commercial plans. Includes assessments of current and projected coverage by fixed copays and percent coinsurance. Out-of-pocket limits adoption and dollar values are also studied.

Utilization and Cost Management Tools

Evaluates the status of preferred oncology agents in both the pharmacy and medical benefits and offers projections for the development of preferred lists. Also examines current clinical pathway implementation by cancer site and presents expectations for future development. Analyzes the role of biological management companies (BMC) in the development and implementation of clinical pathways, including an overview of the BMC market with a review of the core capabilities of leading vendors and current pilot programs between health plans and biologic management companies.

Case Study: Clinical Pathways in Oncology

Provides an in-depth review of the status of clinical pathways for oncology within selected HMOs. Highlights plans' clinical pathway development and /or selection process and program implementation. Analyses of plans' needs and challenges, the role of vendors, and identification of potential opportunities for manufacturer participation or support is also included.

How to Subscribe to HIRC's Managed Oncology 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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