

## Specialty Pharmaceuticals Service Overview

*The Specialty Pharmaceuticals Service assesses commercial health plans' cost and utilization management strategies for specialty medications across eleven key disease categories. Insights, analyses and recommendations for brand and customer strategies and tactics are included, as well as ratings of leading manufacturers providing specialty product support.*

### Who Should Subscribe?

Leaders in the pharmaceutical and biotech industries including:

- Marketing, sales, and business strategy executives responsible for specialty medications
- Payer marketing and corporate account directors and managers
- Pricing, contracting, and reimbursement professionals
- National and regional account managers and directors
- Trade, sales, and marketing teams
- All others doing business in the managed markets, market access, or managed care space

### Why Subscribe?

HIRC research benefits manufacturers of specialty products seeking up-to-date knowledge on trends in health plans' management of specialty pharmaceuticals, and employers' involvement and perceptions of specialty benefit management. Developments in the specialty provider market are also reviewed. Research provides in-depth analysis of patient cost-sharing (fixed copays, coinsurance, out-of-pocket limits and deductibles), formulary, utilization management, and pharmaceutical company partners providing value-added services. Includes actionable insights that can assist manufacturers in:

- Anticipating strategic opportunities and threats
- Developing effective product strategies and programs
- Efficiently allocate resources
- Designing product launch and pull-through initiatives

### Key Learnings

- What is the patient's financial responsibility for specialty products?
- What variations in coverage and pricing exist for multi-drug medication classes?
- What pricing and UM strategies are health plans likely to implement in the near term?
- How will formulary and UM strategies impact patient access to products?
- How is commercial physician reimbursement evolving for office-administered medications?
- Which manufacturers provide the most highly valued specialty product support?
- How concerned are employers with managing specialty medications?
- How are employers' impacting access to specialty medications?
- What type of initiatives are employers implementing to better manage costs and improve care?

## Research Agenda

### **Manufacturer Partners and Services**

Provides health plan pharmacy and medical director nominations for manufacturers offering the most valuable specialty support in eleven high-profile therapeutic classes. Ratings of pharmaceutical companies' commercial contracting and specialty resources for hepatitis C, MS, and RA are also highlighted.

### **Employers' Management of Specialty Pharmaceuticals**

Reviews the key trends in employers' management of specialty pharmaceuticals. Survey research assesses employers' current specialty pharmacy usage, medication classes of highest concern, and utilization management techniques.

### **Patient Cost-Sharing**

Health plan usage of fixed copays, coinsurance, deductibles, and out-of-pocket limits for specialty medications in medical and pharmacy benefit plans are provided and forecast into the next year. Numbers of patients affected and copay levels are reviewed. Out-of-pocket limits adoption and dollar values are also studied.

### **Utilization and Cost Management**

In-depth analyses of health plans' usage of utilization management tactics, specialty pharmacy, specialty formularies and physician reimbursement are presented. Attention is focused on market trends and pharmacy and medical directors' expectations for future developments in the commercial market.

### **Medication Class Profiles**

Detailed profiles covering specific medications in eleven specialty classes are provided. Profiles include location of benefits, formulary trends, utilization management tactics, and pharmaceutical company assistance.

### **Specialty Pharmacy Providers**

Examines key trends in the specialty pharmacy provider market including leading companies and mergers. Also includes qualitative information on pharmaceutical manufacturers' contracting and involvement with specialty pharmacy providers.

### **Case Study: Multiple Sclerosis**

Provides a review of how three health plans cover specialty medications for multiple sclerosis. Patient cost-sharing, formulary, utilization management, and pharmaceutical company assistance are covered in detail.

## How to Subscribe to HIRC's Specialty Pharmaceuticals 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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