



## Best Programs & Best People

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 marketing programs. The service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs.

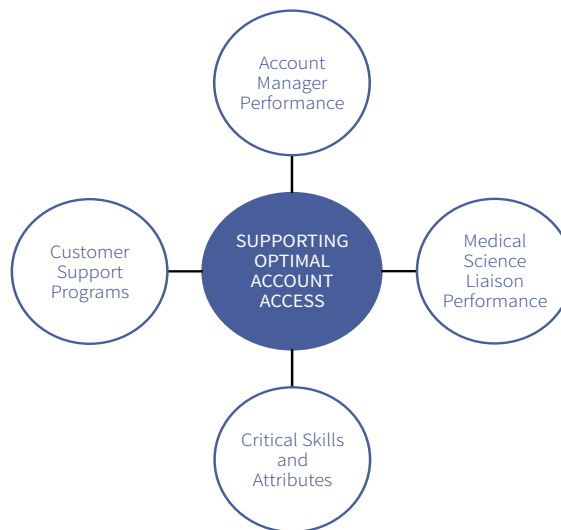
### Service Overview

It is critical that pharmaceutical firms maintain strategic partnerships with key accounts in an evolving and increasingly complex managed care environment. HIRC's *Best Programs and Best People Service* offers insights specific to the development of successful value-added programs, and training of account managers and medical science liaisons (MSLs).

The service examines the attributes of the best manufacturer programs and the skill sets that characterize the top tier account managers and MSLs through the use of triangulated research design, combining detailed survey data and in-depth interviews with managed care panelists.

### Comprehensive Approach to Account Access

Insights from commercial pharmacy and medical directors and PBM executives are gathered to assess current performance of account manager and MSL teams, the critical skills that characterize the best-in-class, and manufacturer-sponsored program offerings and customer needs.



### Bringing Value to Subscribers

HIRC's data enable subscribers to develop valuable programs, track account management and MSL performance, and understand decision-makers' expectations of account personnel as health care markets evolve.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Best Programs and Best People Service* are able to benchmark performance relative to other pharmaceutical firms serving managed care accounts and develop training programs to maximize sales team and program effectiveness.

# Research Agenda 2017

## Account Manager Performance

- Overall presence and quality of account manager teams
- Benchmarks critical account manager core and consultative skills
- Identifies opportunities for training and development for account engagement with key decision-makers

## Best in Class Account Managers

- Identifies single best account managers from very large, large, and mid-size firms
- Highlights the attributes, behaviors, skills, and knowledge that define top tier account managers

## Medical Science Liaison Performance

- Overall presence and quality of medical science liaison (MSL) teams
- Benchmarks critical MSL core and consultative skills
- Identifies opportunities for training and development for MSL engagement with key decision-makers

## Best in Class Medical Science Liaisons

- Identifies single best MSLs from very large, large, and mid-size firms
- Highlights the attributes, behaviors, skills, and knowledge that define top tier medical science liaisons

## Best in Class Customer Support Programs in Managed Care

- Key decision-makers' interest and manufacturer investment in over ten program types
- Best in class program nominations and benchmarks for value-added programs across 40+ manufacturers
- Profiles 10+ manufacturers across more than ten program types

## How to Subscribe to HIRC's Best Programs and Best People Service

For subscription information please contact:



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HEALTH INDUSTRIES RESEARCH CENTER (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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