



Managed Markets

The Managed Markets Service provides strategic and tactical information, including customers' assessments of manufacturers' contracting and resources within four commercial and government market segments; market landscape trends and activity influencing the availability, price, and utilization of pharmaceuticals; managed markets headcounts and organizational trends based on confidential data from industry leading pharmaceutical companies; and the access and partnership landscape of key accounts.

Service Overview

Current and emerging market trends in health care continue to impact pharmaceutical firms' key customers. For over 25 years, HIRC's *Managed Markets Service* has monitored the activity impacting pharmaceutical market access and has provided strategic insights for clients to engage in effective account management of key payer customers.

The service provides manufacturers a comprehensive resource to guide account planning and access strategies through its triangulated research design, utilizing a combination of primary survey data, interview insights, and in-depth secondary research.

Comprehensive Approach to Managed Markets Access

Insights from commercial pharmacy and medical directors, PBM leaders, and Medicaid MCO and Medicare executives are gathered to assess current and future market trends, customer needs and challenges, and the competitive landscape. Pharmaceutical industry leaders are also surveyed to assist in driving managed markets headcounts decisions and to assess the access and partnership landscape of key commercial and government accounts.



Bringing Value to Subscribers

HIRC's data and insights enable subscribers to understand and track market dynamics and trends critical to optimal product and value-added program positioning as the health care delivery market evolves.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Managed Markets Service* are able to monitor and evaluate critical market trends, benchmark manufacturer contracting and resources, identify and understand managed care needs, and act upon partnership opportunities.

Research Agenda 2017

Trends in Managed Markets Headcounts and Organizational Structures

- Examines the current and year-over-year changes of industry leading mid-size, large, and very large pharmaceutical firms
- Assists manufacturers in organizational planning across the following departments: account management, marketing, reimbursement support, clinical support, administration, and strategy policy & advocacy

Market: Pharmacy Benefit Managers

- Recent trends, market access landscape, and customers' strategic priorities
- Manufacturer Partner of Choice and benchmarking value of resources and contracting
- Detailed profiles of key accounts

Market: Commercial Health Plans

- Recent trends, market access landscape, and customers' strategic priorities
- Manufacturer Partner of Choice and benchmarking value of resources and contracting
- Detailed profiles of key accounts

Access and Partnership Landscape

- Pharmaceutical firm ratings of key accounts (Commercial, Medicare Advantage, and PBMs) in their ability to limit access
- Pharmaceutical firm ratings of key accounts (Commercial, Medicare Advantage, and PBMs) in their willingness to partner

Market: Medicare Advantage

- Recent trends, market access landscape, and customers' strategic priorities
- Manufacturer Partner of Choice and benchmarking value of resources and contracting

Market: Medicaid MCOs

- Recent trends, market access landscape, and customers' strategic priorities
- Manufacturer Partner of Choice and benchmarking value of resources and contracting

How to Subscribe to HIRC's Managed Markets Service

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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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