



Managed Oncology

The Managed Oncology Service monitors managed care trends related to oncology medication management and contracting, and reviews market issues in oncology medication distribution and reimbursement across key provider and specialty pharmacy channels. The service examines oncology brands and benchmarks manufacturers across ten high profile cancer types, including:

- Breast Cancer
- Colorectal Cancer
- Chronic Lymphocytic Leukemia
- Chronic Myeloid Leukemia
- Lung Cancer
- Melanoma
- Multiple Myeloma
- Pancreatic Cancer
- Prostate Cancer
- Renal Cell Carcinoma

Service Overview

As the oncology drug pipeline continues to deliver innovative and costly therapies, payers and other health care stakeholders continue to seek strategies that increase quality of care and ensure appropriate utilization. HIRC's *Managed Oncology Service* examines issues in oncology medication management and distribution to assist pharmaceutical firms in developing and maintaining successful market access strategies.

HIRC utilizes a triangulated research design, combining primary survey data, interview insights, and in-depth secondary research, resulting in a deep understanding of issues related to oncology medication market access.

Comprehensive Approach to Managed Markets Access

The service assesses, tracks, and benchmarks how health system stakeholders address the management and distribution of oncology medications across market segments. Commercial and Medicare Advantage health plans are examined, with a focus on strategic imperatives and developing management trends. Oncology provider segments are analyzed to assess key market issues and the reimbursement environment, and the specialty pharmacy provider (SPP) market is monitored.



Bringing Value to Subscribers

HIRC's data and insights enable subscribers to understand and track market dynamics and trends critical to optimal product positioning as the managed oncology market evolves.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Managed Oncology Service* are able to identify potential opportunities for partnerships and evaluate account management strategies to effectively support the oncology-specific needs of managed care.

Research Agenda 2017

Commercial Health Plans: Oncology Medication Management and Market Access

- Plans' strategic imperatives and priorities pertaining to oncology management
- Status of clinical pathways development across ten cancer types
- Formulary status and utilization management tactics applied to a market basket of 50+ oncology medications

Commercial Health Plans: Manufacturer Engagement and Trends in Contracting

- Manufacturer Partner of Choice and the attributes that define leading companies
- Manufacturer benchmarking in oncology-specific support and value-added resources
- Trends in contracting for oral and IV oncology medications

Medicare Advantage Plans: Manufacturer Engagement and Oncology Medication Management & Access

- Manufacturer Partner of Choice and benchmarking in oncology-specific support and value-added resources
- Plans' strategic imperatives and priorities pertaining to oncology management
- Status of clinical pathways development by cancer type
- Formulary status and utilization management tactics applied to a market basket of 50+ oncology medications

Academic and Health System-based Cancer Centers: Market Environment and Manufacturer Engagement

- PDL and clinical pathways development across ten cancer types
- Manufacturer Partner of Choice and benchmarking reimbursement support services
- Perceived reimbursement environment for 50+ oral and IV medications

Community Oncology Practices: Market Environment and Manufacturer Engagement

- PDL and clinical pathways development across ten cancer types
- Manufacturer Partner of Choice and benchmarking reimbursement support services
- Perceived reimbursement environment for 50+ oral and IV medications

Specialty Pharmacy Providers: Manufacturer Engagement and Trends in Contracting

- Manufacturer Partner of Choice and benchmarking account support and contracting
- Manufacturer approaches to contracting with specialty pharmacies
- Opportunities for partnership

How to Subscribe to HIRC's Managed Oncology 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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