



## Organized Providers

The Organized Providers Service examines the environmental trends impacting health care delivery, focusing on how increased provider accountability and value-based reimbursement will impact pharmaceutical market access. HIRC's research with integrated delivery networks (IDNs) and accountable care organizations (ACOs) provides market insights and metrics to assist pharmaceutical firms in developing access strategies and quality value-added programs.

### Service Overview

Health care providers continue to evolve their businesses to adapt to value-based reimbursement and patient-centered care models. HIRC's *Organized Providers Service* assists pharmaceutical firms in understanding the health care trends impacting large provider markets and the resulting pharmaceutical market access landscape.

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 Strategy Development

HIRC's organized provider research focuses on integrated delivery networks and accountable care organizations. Utilizing a multidisciplinary approach, HIRC includes the perspectives of executive leadership, pharmacy directors, and medical directors for a comprehensive review of issues impacting market access. Quality measurement, population health, and prescription medication management strategies are examined, in addition to manufacturer engagement and support.



### 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 *Organized Providers Service* are able to monitor and evaluate critical market trends, understand the role of organized providers in shaping prescriber behavior, benchmark manufacturer support, and act upon partnership opportunities.

# Research Agenda 2018

## **IDNs: Manufacturer Competitive Positioning and Partnership Opportunities**

- Pharmaceutical manufacturer Partner of Choice
- Benchmarking manufacturer account support and value-added programs
- Trends in direct contracting with IDNs
- Opportunities for partnership

## **IDNs: Account Manager Performance and Engagement**

- 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

## **IDNs: Quality Objectives and Activities to Improve Patient Outcomes & Reduce Costs**

- Quality improvement priorities
- Population health management capabilities
- Prescription medication management activities

## **IDNs: Market Landscape Trends and Strategic Imperatives**

- Environmental trends and strategic imperatives
- Status of value-based reimbursement and alternative payment models

## **ACOs: Manufacturer Competitive Positioning and Partnership Opportunities**

- Pharmaceutical manufacturer Partner of Choice
- Benchmarking manufacturer account support and value-added programs
- Opportunities for partnership

## **ACOs: Market Landscape Trends and Strategic Imperatives**

- Environmental trends and strategic imperatives
- Status of value-based reimbursement and alternative payment models

## How to Subscribe to HIRC's Organized Providers 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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