



Best Programs & Best People

Best in Class Account Manager Nominations 2018

Account managers play an important role in facilitating pharmaceutical firms' relationships with key accounts. It is critical that account managers continue to meet customer needs and expectations in an evolving and complex managed care environment. HIRC's *Best in Class Account Manager Customer Insights* report addresses the following questions:

- Which very large, large, and mid-sized firms' account managers receive the most best in class nominations?
- Which account manager attributes operationally define the best in class?
- How do managed markets customers expect the role of the account manager to evolve?
- Which key issues should account managers be prepared to discuss in 2018 from the customer's perspective?

Key Finding: Managed markets panelists expect account managers to become more focused on (1) creating collaborations and partnerships, and (2) customers' strategic priorities.

Account Managers from Johnson & Johnson HCS are Most Frequently Nominated as Best in Class

HIRC queried 92 key decision makers to learn which pharmaceutical firms' account managers are best in meeting customer needs. Commercial health plan pharmacy and medical directors, as well as pharmacy benefit manager executives were asked to nominate the best account managers from very large, large, and mid-size pharmaceutical companies. Johnson & Johnson HCS received the most best in class account manager nominations across managed markets panelists, followed by Allergan.

LEADERS IN BEST-IN-CLASS
ACCOUNT MANAGER NOMINATIONS 2018

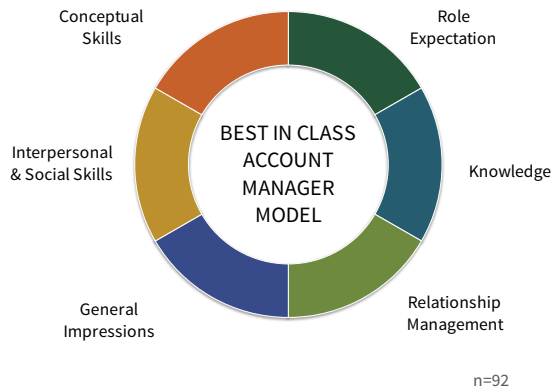
OVERALL RANK	TOP MANUFACTURERS	# of AM NOMINATIONS
1	Johnson & Johnson HCS	19
2	Allergan	11
3*	Gilead	9
3*	Pfizer	9
5	Boehringer Ingelheim	8

n=92

- **Johnson & Johnson HCS** account managers are commended for active listening and advocating customers' needs, project management to develop and deliver solutions, strategic thinking and responsiveness as well as follow-up.
- **Allergan** is noted for engaging account managers that display knowledge of the customer, market channel, and product/disease state, as well as active listening, responsiveness and follow-up.

Six Factor Categories Operationally Define Best in Class Account Managers

Managed markets customers were asked to explain their rationale for best account manager nominations. Analyses reveal that their evaluations fall within six key descriptive factor categories: (1) Role Expectation, (2) Knowledge, (3) Relationship Management, (4) General Impressions, (5) Interpersonal & Social Skills, and (6) Conceptual Skills.



The best account managers are most often described as (1) knowledgeable of the customers' business model, strategic imperatives, and objectives, (2) providing information such as best practices, market intelligence, and clinical insights, and (3) demonstrating excellent responsiveness and follow-up.

The complete *Best in Class Account Manager Customer Insights* report includes best account manager nominations segmented by the following:

- Commercial Health Plan Pharmacy Directors
- Commercial Health Plan Medical Directors
- Pharmacy Benefit Manager Decision-Makers

Research Methodology and Report Availability

In December-January, HIRC surveyed 92 key decision-makers from leading commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The *Best in Class Account Manager Customer Insights* report is part of the Best Programs and Best People Service, and is now available to subscribers at www.hirc.com.

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. 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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