



Best Programs & Best People

Best in Class Account Manager Nominations 2016

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-size pharmaceutical 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 2016 from the customer's perspective?
- Which areas of improvement exist for account managers to enhance their engagement?

Key Finding: Account managers that receive the most best in class nominations from managed markets customers possess the knowledge and core account manager capabilities that enable them to be most effective in fostering strategic and meaningful relationships.

Account Managers from Boehringer Ingelheim are Most Often Nominated as Best in Class

HIRC queried over 100 key decision-makers to learn which pharmaceutical firms' account managers are best meeting customer needs. Health plan pharmacy and medical directors, integrated delivery network executives, and pharmacy benefit managers were asked to nominate the best account managers from very large, large, and mid-size companies. Boehringer Ingelheim received the most nominations across managed markets panelists, followed by Novo Nordisk.

LEADERS IN BEST-IN-CLASS
ACCOUNT MANAGER NOMINATIONS 2016

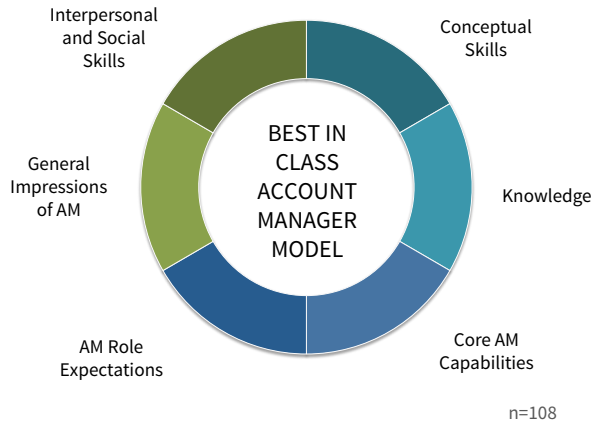
OVERALL RANK	TOP 5 MANUFACTURERS	# of AM NOMINATIONS
1	Boehringer Ingelheim	19
2	Novo Nordisk	18
3	Johnson & Johnson HCS	14
4	Novartis	13
5	Merck	11

n=108

- **Boehringer Ingelheim's** account managers are able to identify mutually beneficial areas of collaboration and demonstrate an understanding of customers' challenges.
- **Novo Nordisk's** account managers demonstrate an understanding of customers' needs and are knowledgeable and resourceful.

Six Factors 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 factors: (1) Conceptual Skills, (2) Knowledge, (3) Core AM Capabilities, (4) Interpersonal and Social Skills, (5) General Impressions of the Account Manager, and (6) AM Role Expectations.



The best account managers are most often described as possessing knowledge of their firm's products, their accounts, and market/channels, as well as the core capabilities important to customers, such as effective account planning, customer relationship management, and presentation skills.

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
- Integrated Delivery Network Executives
- Pharmacy Benefit Manager Decision-Makers

Research Methodology and Report Availability

In December-January, HIRC surveyed 108 key decision-makers from leading commercial health plans, IDNs, and PBMs. 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 and Best People Service benchmarks pharmaceutical companies' value-added program offerings, as well as account manager and medical science liaison performance. HIRC identifies customer preferences and interest in programs, critical account manager and MSL skills, and trends and opportunities in the managed care marketplace.

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HEALTH INDUSTRIES RESEARCH COMPANIES (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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