



Best Programs & Best People

Managed Markets Marketing Programs and Account Support Offerings

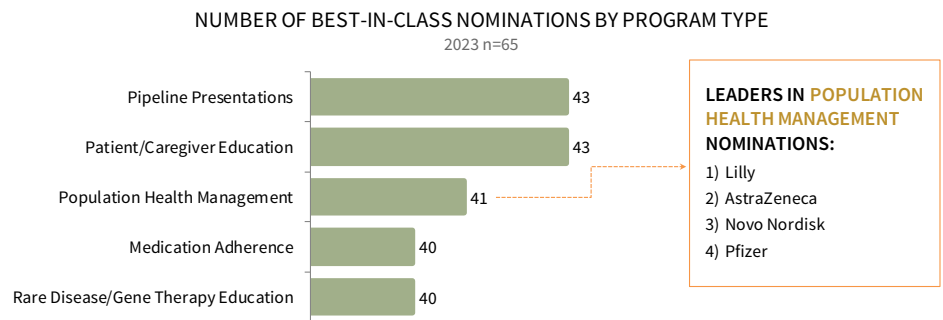
Payers continue to seek manufacturer-sponsored programs and support resources to help ease the cost burden of medications, drive value, and improve overall outcomes for members. HIRC's report, *Managed Markets Marketing Programs and Account Support Offerings*, provides an in-depth review of managed care executives' needs and expectations across therapeutic areas, as well as an assessment of manufacturer offerings across program/resource types. The report addresses the following questions:

- What types of programs and resources are currently offered by pharmaceutical firms?
- Which programs/resources are most important to payers? Which programs/resources are most available?
- Which manufacturer-sponsored programs stand out to managed care customers as providing the most value?
- What managed care program opportunities exist for manufacturers to distinguish themselves as valued partners?

Key Finding: Panelists most often nominate Appropriate Drug Utilization and Pipeline Presentations as the most valuable program/resource offerings from manufacturers, followed by Data Analytics/Insights, and Medication Adherence.

Respondents Most Often Nominate Lilly as Providing the Best Support for Population Health Management

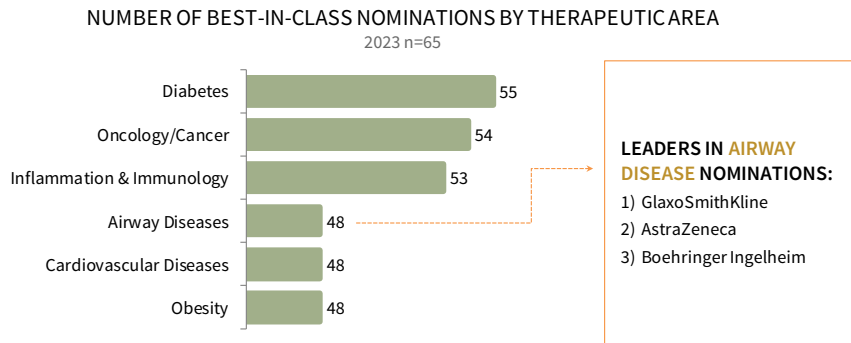
Respondents were asked to consider a list of twelve pharmaceutical manufacturer programs and resource offerings and nominate one manufacturer providing the best program/resource support in the past 12 months. Lilly leads with the most nominations in providing best-in-class population health management support to managed care organizations, followed by AstraZeneca, Novo Nordisk, and Pfizer.



7 Additional Program Types are Analyzed: (1) Data/Analytics Insights, (2) Appropriate Drug Utilization, (3) Health Equity/Social Determinants of Health, (4) Managed Care Trend Reports, (5) Quality Metrics Support, (6) Digital Solutions, and (7) Telehealth Support.

Respondents Most Often Nominate GlaxoSmithKline as Providing the Best Support for Airway Diseases

Respondents were asked to consider all manufacturer-sponsored program and resource offerings across eleven therapeutic areas and nominate one firm providing the most valuable resource. For airway diseases, respondents most often select GlaxoSmithKline as providing the most valuable programs/resources, followed by AstraZeneca, and Boehringer Ingelheim. The top firms are noted for strong communication, patient and provider education, and real-world evidence.



The full report provides a complete listing of managed care customer nominations across the following eleven therapeutic areas:

- Airway Diseases
- Anticoagulants
- Behavioral Health
- Cardiovascular Diseases
- Diabetes
- HIV/AIDS
- Inflammation & Immunology
- Neurological Conditions
- Oncology/Cancer
- Obesity
- Vaccines

Research Methodology and Report Availability

In May 2023, HIRC surveyed 65 key decision-makers from commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Managed Markets Marketing Programs and Account Support Offerings*, is available now to HIRC's Best Programs and Best People 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. This 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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