



## Best Programs & Best People

### Managed Markets Marketing Programs and Account Support Offerings

Manufacturer support offerings can positively benefit relationships with managed care organizations (MCOs) when they align with payers' clinical, operational, and economic goals. 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:

- Which programs/resources are most important to payers? Which programs/resources are most available?
- Which manufacturer-sponsored programs/resources are nominated as best across 11 unique program types?
- Which manufacturer-sponsored programs/resources are nominated as best across 13 therapeutic areas?
- What managed care program opportunities exist for manufacturers to distinguish themselves as valued partners?

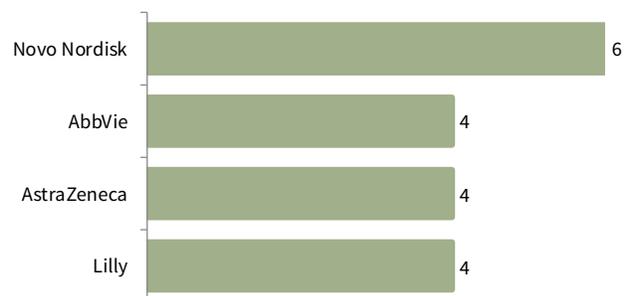
**Key Finding:** Panelists most often identify Pipeline Presentations as the most valuable program/resource offerings from manufacturers, followed by Appropriate Drug Utilization, Data Analytics/Insights, and Quality Metrics Support.

### Novo Nordisk Leads in Programs Supporting Payers' Medication Adherence Initiatives

Respondents were asked to consider eleven unique program categories and nominate a manufacturer providing the best offerings/resources in the last 12 months. When it comes to medication adherence support, panelists most often nominate Novo Nordisk as providing the best support to managed care organizations, followed by AbbVie, AstraZeneca, and Lilly.

MEDICATION ADHERENCE: PROGRAM NOMINATIONS

2025 n=68



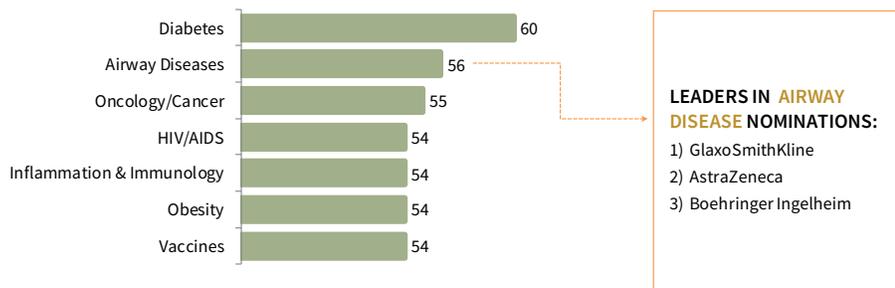
The full report provides a complete listing of best-in-class nominations across eleven program/resource categories as well as the rationale behind nominations.

## GlaxoSmithKline Leads in Program/Resource Offerings for Airway Diseases

Respondents were asked to consider thirteen therapeutic areas and nominate a manufacturer providing the best offerings/resources in the last 12 months. In 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 providing real-world evidence demonstrating improved outcomes and reduced cost of care, medication adherence support, and patient education resources.

NUMBER OF BEST-IN-CLASS NOMINATIONS BY THERAPEUTIC AREA

2025 n=68



The full report provides a complete listing of managed care customer nominations across the following 11 program types and 13 therapeutic areas:

BY PROGRAM TYPE	BY THERAPEUTIC AREA
Appropriate Drug Utilization	Airway Diseases
Data/Analytics Insights	Anticoagulants
Digital Solutions	Behavioral Health
Health Equity/Social Determinants of Health	Cardiovascular Disease
Managed Care Trend Reports	Diabetes
Medication Adherence	HIV/AIDS
Patient/Caregiver Education	Inflammation & Immunology
Pipeline Presentations	Neurological Conditions
Population Health Management	Obesity
Quality Metrics Support	Oncology/Cancer
Telehealth Support	Vaccines
	Rare Disease/Gene Therapy
	Women's Health

## Research Methodology and Report Availability

In May 2025, HIRC surveyed 68 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](http://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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