



## Best Programs & Best People

### Managed Markets Marketing Programs and Account Support Offerings: Asthma/COPD

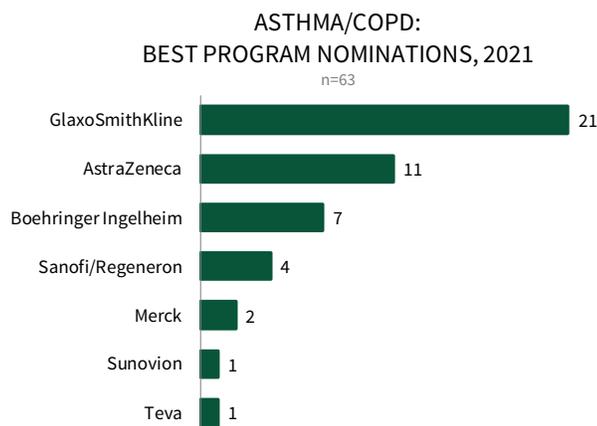
As cost containment pressure from payers coupled with evolving consumer expectations continue to drive interest in program/resource offerings, opportunities arise for manufacturers to partner on innovative solutions and enhance brand value. HIRC's report, *Managed Markets Marketing Programs and Account Support Offerings*, provides an in-depth review of managed care executives' program/resource needs and expectations across eleven therapeutic areas, as well as an assessment of manufacturer-sponsored offerings across fourteen 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 across eleven therapeutic areas? Which programs/resources are most available across eleven therapeutic areas?
- 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:** Partnership opportunities in asthma/COPD emerge as customers report unmet needs in reducing hospital readmissions, appropriate drug utilization, and HEDIS support.

### Respondents Most Often Nominate GlaxoSmithKline as Providing the Best Support in Asthma/COPD

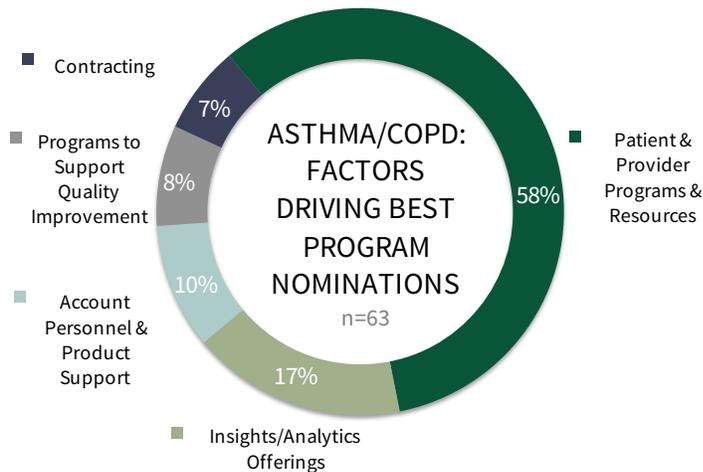
Respondents were asked to consider all programs, resources, and support offerings in asthma/COPD that have been offered by manufacturers and nominate one firm providing the most valuable resource. Respondents most often select GlaxoSmithKline as providing the most valuable programs/resources in asthma/COPD, followed by AstraZeneca and Boehringer Ingelheim.



The full report provides a complete listing of most supportive manufacturer nominations in each therapeutic area, as well as a detailed analysis of factors driving nominations.

## Five Broad Factor Categories Operationally Define Best-in-Class Asthma/COPD Program & Resource Offerings

Managed markets respondents were asked to explain their rationale for best program/resource offering nominations in asthma/COPD. Patient and provider programs and resources account for over 55% of factors mentioned in nominations, followed by insights/analytics offerings (17%), and account personnel and product support (10%).



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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## Respondents Rank Improving Medication Adherence as the Most Important Support Offering in Asthma/COPD

Respondents were asked to consider a list of 14 pharmaceutical manufacturer program/resource offerings and rate the importance of each offering across therapeutic areas. In asthma/COPD, programs/resources aimed at improving medication adherence are viewed as the most important support offering from manufacturers, followed by programs/resources to reduce hospital readmissions.

### MOST IMPORTANT MANUFACTURER SUPPORT OFFERINGS IN ASTHMA/COPD

SUPPORT OFFERING	Average Importance to Customer (n=63)
Programs/Resources to Improve Medication Adherence	7.9
Programs/Resources to Reduce Hospital Readmissions	7.5
Programs/Resources to Ensure Appropriate Drug Utilization	7.1
Programs/Resources Providing HEDIS Support	6.6
Programs/Resources Providing Population Health Management Support	6.4

## Research Methodology and Report Availability

In June 2021, HIRC surveyed 63 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).



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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