



Best Programs & Best People

Managed Markets Marketing Programs and Account Support Offerings: Diabetes

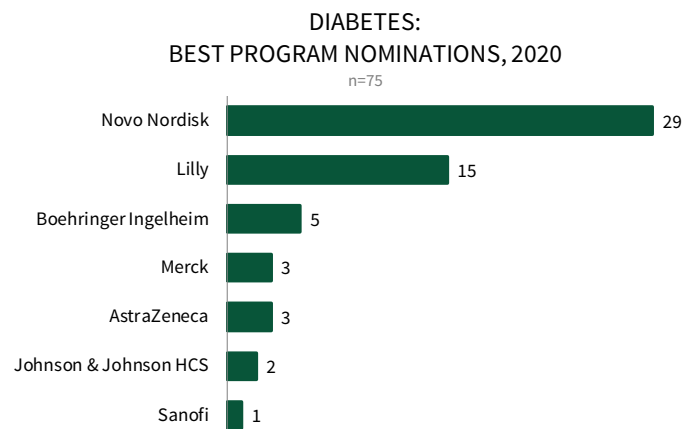
In an increasingly consumer-driven, value-based managed care environment, a comprehensive understanding of customer needs across key therapeutic areas is critical in identifying opportunities to collaborate and providing relevant support. HIRC's report, *Managed Markets Marketing Programs and Account Support Offerings*, provides an in-depth review of managed care executives' program/resource needs and expectations across ten therapeutic areas, as well as an assessment of manufacturer-sponsored offerings across thirteen 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 ten therapeutic areas? Which programs/resources are most available across ten 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 diabetes emerge as customers report unmet needs in Medicare Star and HEDIS support, reducing hospital readmissions, and population health management.

Respondents Most Often Nominate Novo Nordisk as Providing the Best Support in Diabetes

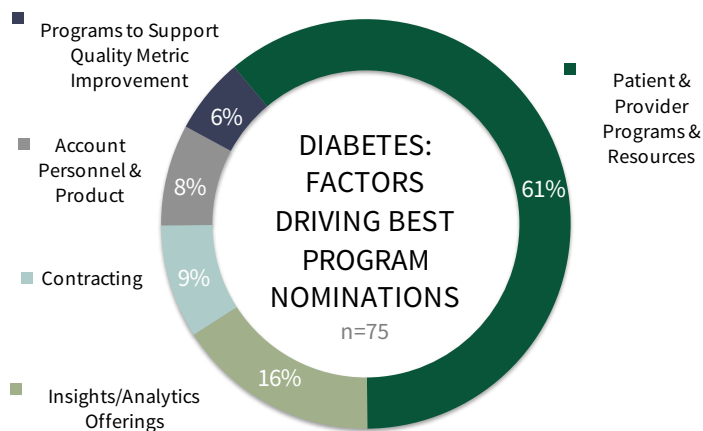
Respondents were asked to consider all programs, resources, and support offerings in diabetes that have been offered by manufacturers and nominate one firm providing the most valuable resource. Respondents most often select Novo Nordisk as providing the most valuable programs/resources in diabetes, followed by Lilly 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 Diabetes Program & Resource Offerings

Managed markets respondents were asked to explain their rationale for best program/resource offering nominations in diabetes. Patient and provider programs and resources, such as patient and physician education, account for over 60% of factors mentioned in diabetes nominations, followed by insights/analytics offerings (16%).



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 Medication Adherence as the Most Important Support Offering in Diabetes

Respondents were asked to consider a list of 13 pharmaceutical manufacturer program/resource offerings and rate the importance of each offering across therapeutic areas. In diabetes, programs/resources aimed at improving medication adherence are viewed as the most important support offering from manufacturers, followed by programs/resources to ensure appropriate drug utilization.

MOST IMPORTANT MANUFACTURER SUPPORT OFFERINGS IN DIABETES, 2020

SUPPORT OFFERING	Average Importance to Customer (n=75)
Programs/Resources to Improve Medication Adherence	7.5
Programs/Resources to Ensure Appropriate Drug Utilization	7.3
Programs/Resources Providing Medicare Star Rating Support	7.1
Programs/Resources to Reduce Hospital Readmissions	6.7
Programs/Resources Providing HEDIS Support	6.7

Research Methodology and Report Availability

In June 2020, HIRC surveyed 75 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.



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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