



Managed Markets

Access & Partnership Landscape for Key Pharmacy Benefit Manager Accounts, 2024

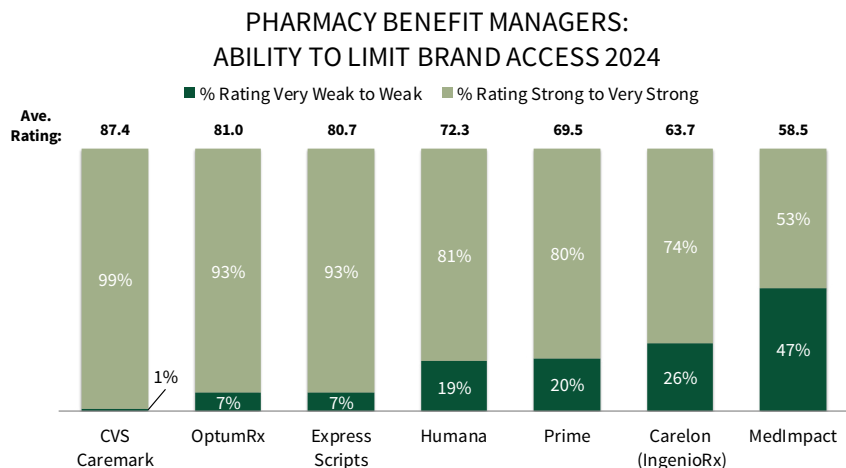
Vertical integration between Plans, PBMs, GPOs, Specialty Pharmacies, and Providers continues to challenge pharmaceutical manufacturer access and partnership opportunities. An understanding of the access and partnership landscape for key accounts is critical for effective account planning and strategy development. HIRC's report, *Market Access and Partnership Landscape*, provides manufacturer ratings of select customers' ability to limit brand access and willingness to partner. The report addresses the following questions:

- Which Pharmacy Benefit Manager & GPO accounts are rated by manufacturers as most able to limit brand access? Why?
- Which Pharmacy Benefit Manager & GPO accounts are rated by manufacturers as most willing to partner? Why?
- What are the key characteristics of Pharmacy Benefit Managers with a strong ability to limit brand access?
- What are the key characteristics of Pharmacy Benefit Managers that are the most willing to partner?

Key Finding: Companies with the strongest ability to limit brand access are typically characterized by their size and ability to impact market share, UM & formulary control, and expanded use of excluded or preferred drug lists.

CVS Caremark Leads with Highest Ability to Limit Brand Access in the PBM Segment

Managed markets respondents from leading pharmaceutical firms rate CVS Caremark highest in ability to limit brand access in the Pharmacy Benefit Manager (PBM) segment, with panelists noting their patient volume and market footprint, contracting power, and strong formulary control & utilization management strategies. CVS is followed by OptumRx and



Panelists Identify the Inflation Reduction Act & Vertical Integration/Consolidation as Top Market Trends in 2024

Managed markets respondents from leading pharmaceutical firms were asked to list the top market trends/disruptors with the highest potential to limit access to customers. Respondents identify the Inflation Reduction Act followed by vertical integration & consolidation as the top market trends for the second year in a row. Secondary trends include expanded use of copay accumulators and/or copay maximizers, launch of biosimilars, and expanded use of excluded or preferred drug lists. The full report includes a complete listing of pharmaceutical firms' most disruptive market trends in 2024.

MOST DISRUPTIVE MARKET TRENDS

| MARKET TREND | TOTAL |
|--|-------|
| Inflation Reduction Act | 27% |
| Vertical Integration & Consolidation | 13% |
| Expanded Use of Copay Accumulators and/or Copay Maximizers | 8% |
| Launch of Biosimilars | 7% |
| Expanded Use of Excluded or Preferred Drug Lists | 7% |
| Changes in AMP Cap, Medicaid Rebate Rule | 5% |
| Alternative Funding Programs/Specialty Carve-out Vendors | 5% |

The full report, *Market Access and Partnership Landscape*, provides manufacturer ratings of customers' ability to limit brand access and willingness to partner, as well as the factors driving ratings across the following key channels:

- **Pharmacy Benefit Managers**
- **PBM-Owned Group Purchasing Organizations**
- **Commercial Health Plans**
- **Medicare Advantage Plans**
- **Medicaid MCOs**

Research Methodology and Report Availability

In January, HIRC surveyed 86 respondents at 38 pharmaceutical firms. Online surveys were used to gather quantitative and qualitative information. The complete report, *Market Access and Partnership Landscape*, is available now to HIRC's Managed Markets subscribers at www.hirc.com.

The Managed Markets Service provides strategic and tactical information, including customers' assessments of manufacturers' contracting and resources within four commercial and government market segments; market landscape trends and activity influencing the availability, price, and utilization of pharmaceuticals; managed markets headcounts and organizational trends based on confidential data from industry leading pharmaceutical companies; and the access and partnership landscape of key accounts.



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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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