



### Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications

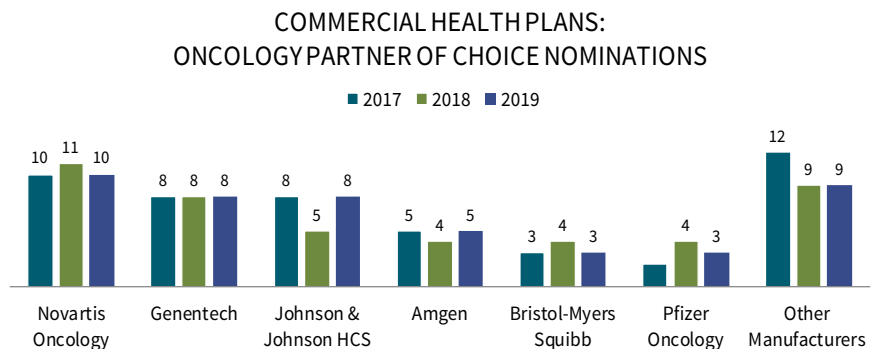
As the oncology medication market becomes notably more competitive, manufacturers are increasing contracting efforts to build collaborative engagements with commercial health plans. HIRC's report, *Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications*, examines the contracting environment and payer evaluations of 22 firms active in oncology. The report addresses the following:

- Which manufacturers are most often nominated as plans' overall "Partner of Choice" in oncology? Which have the most effective key oncology account managers?
- How do firms benchmark in contracting, pipeline presentations, and support of oncology-related initiatives?
- How do payers perceive the current contracting environment for both oral and IV oncology medications across 13 hematologic and solid tumor types?
- Which manufacturer offerings are most compelling to commercial health plan decision-makers to support their oncology-related needs?

**Key Finding:** Manufacturers are engaging commercial health plans with a variety of account support and contracting offerings to ensure market access to their oncology portfolios; risk-based contracting remains rare, but interest continues to grow.

### Novartis Oncology Receives the Most Oncology "Partner of Choice" Nominations

For the third year in a row, Novartis Oncology is most frequently nominated as commercial health plans' oncology partner of choice, followed by Genentech and J&J HCS. Factors driving partner of choice nominations include quality of account management support personnel and/or relationship and oncology product portfolio.



2017 n=57; 2018 n=53; 2019 n=53

The full report includes the complete listing of partner of choice nominations and a detailed analysis of the factors driving panelists' selections.

## Amgen Leads in Commercial Health Plan Ratings of Pipeline & Pre-Launch Communication

Panelists were asked to consider and rate 22 oncology medication manufacturers on their pipeline and pre-launch communication. About 40% of respondents rate Amgen as having high and/or very high quality of pipeline/pre-launch communication of oncology products, followed by Novartis Oncology (38%), Johnson & Johnson HCS (36%), Merck (34%), and Pfizer Oncology (32%).

LEADERS IN PIPELINE & PRE-LAUNCH COMMUNICATION  
(n=53)

MANUFACTURER	% OF PANEL RATING HIGH/VERY HIGH QUALITY
Amgen	40%
Novartis Oncology	38%
Johnson & Johnson HCS	36%
Merck	34%
Pfizer Oncology	32%

The Managed Oncology Service monitors managed care trends related to oncology medication management and contracting, and reviews market issues in oncology medication distribution and reimbursement across key provider and specialty pharmacy channels. The service benchmarks oncology medication pharmaceutical manufacturers across ten high profile cancer types. For subscription information please contact:

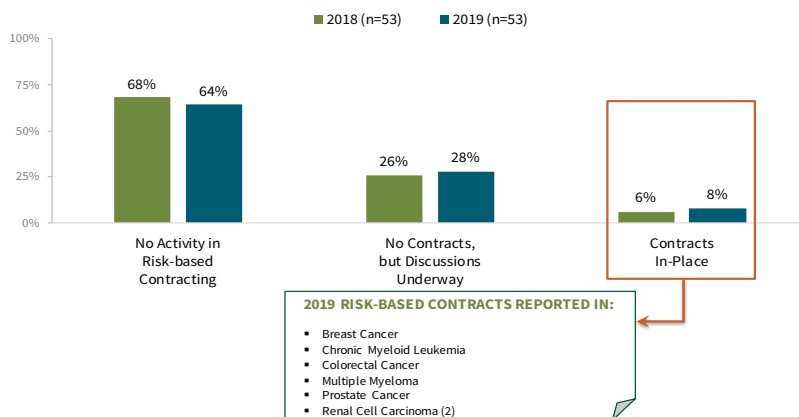


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## Risk/Outcomes-based Contracting for Oncology Medications Remains Low

Respondents were asked to share the status of risk-sharing contracts within their organization for oncology medications. The majority of respondents (64%) do not have risk/outcomes-based contracts in-place for oncology medications; however, plans are slowly starting to experiment with these contract types. Both the percentage of respondents with risk/outcomes-based contracts in-place (8%) as well as the percentage of respondents with discussions underway (28%) increased year-over-year.

STATUS OF RISK/OUTCOMES-BASED CONTRACTS



## Research Methodology and Report Availability

In May, HIRC surveyed 53 pharmacy and medical directors from national, regional, and BCBS plans representing 84 million commercial lives. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications*, is available now to HIRC's Managed Oncology subscribers at [www.hirc.com](http://www.hirc.com).

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