



Managed Oncology

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

Payer expectations for manufacturer engagement in oncology are evolving as the contracting environment grows increasingly competitive. HIRC's report, *Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications*, examines the contracting environment and evaluations of 30+ firms active in oncology. The report addresses the following questions:

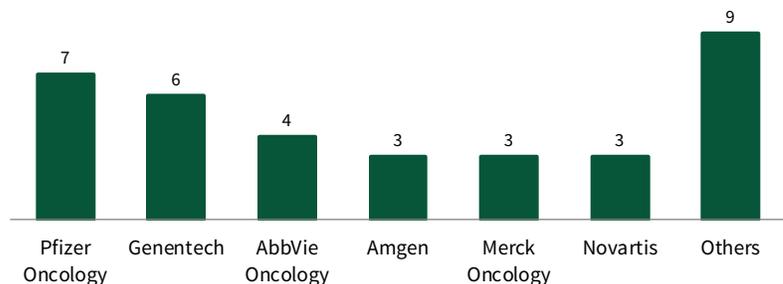
- Which firms are most often nominated as plans' Partner of Choice in oncology? Which provide the most valuable program/resource offerings?
- How do firms benchmark in willingness to contract and willingness to support plan's oncology-related initiatives?
- How do firms benchmark in overall quality of oncology account managers and medical/clinical science liaisons?
- What opportunities exist for manufacturers to engage and collaborate with commercial health plans on unmet needs in oncology?
- How do payers perceive the current contracting landscape across nine oncology medication types and in 19 hematologic and solid tumor types?

Key Finding: Commercial health plan decision-makers report that contracts are most prevalent for oncology biosimilars, followed by oral targeted therapies, oral conventional chemotherapies, and oncology brand originators.

Pfizer Oncology Receives the Most Partner of Choice Nominations from Commercial Health Plans

Respondents most frequently nominate Pfizer Oncology as their overall Partner of Choice in oncology, followed by Genentech and AbbVie Oncology. Factors driving nominations include (1) quality of account personnel and/or relationship, (2) communication and sustained account engagement, and (3) quality of programs, resources, and materials.

COMMERCIAL HEALTH PLANS:
PARTNER OF CHOICE NOMINATIONS, 2025



2025 n=49

The complete report also provides willingness to contract and quality of account support ratings for a listing of 30+ companies active in oncology.

Evaluation of Oncology Field-Based Personnel

Respondents were asked to rate manufacturers on the overall quality of their oncology key account managers and medical/clinical science liaisons (MCSLs). Account managers and MCSLs from Pfizer Oncology, AbbVie Oncology, and Novartis consistently earn the highest quality ratings from commercial health plan decision-makers.

LEADERS IN QUALITY OF ONCOLOGY FIELD-BASED PERSONNEL

Leaders in Overall Quality of Oncology Account Managers	Leaders in Overall Quality of Medical/ Clinical Science Liaisons
<ul style="list-style-type: none"> • Pfizer Oncology • Gilead Oncology • AbbVie Oncology • Novartis • BeiGene 	<ul style="list-style-type: none"> • Bristol Myers Squibb • Pfizer Oncology • AbbVie Oncology • Genentech • Novartis

The full report provides the complete listing of commercial health plans' ratings of oncology account managers and medical/clinical science liaisons.

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 fifteen high profile cancer types. For subscription information please contact:

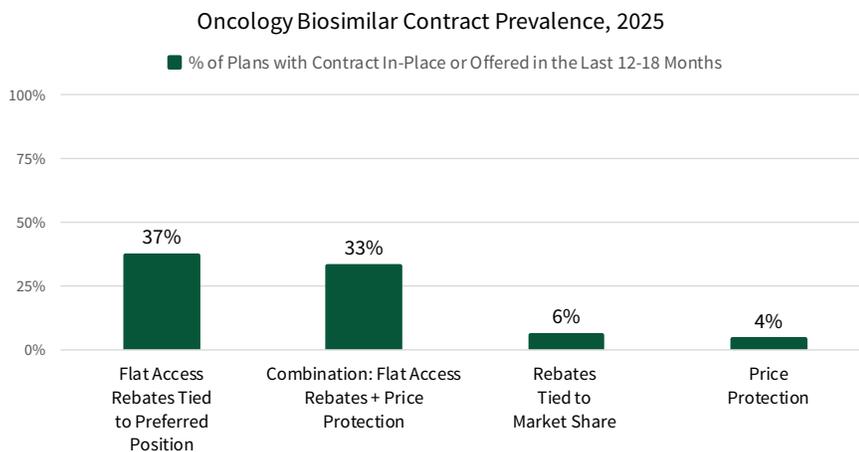


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Contracting Environment for Oncology

HIRC examines most common contract approaches and rebate amounts across seven broad oncology categories, including oncology biosimilars, brand originators, targeted therapies, chemotherapy, CAT-T cell therapy, bispecifics, and immunotherapies. When it comes to biosimilars, 37% of plans report that flat access rebates are most common, followed by combination contracts (flat access rebate + price protection).

CONTRACTING LANDSCAPE HIGHLIGHT: **ONCOLOGY BIOSIMILARS**



Research Methodology and Report Availability

In June 2025, HIRC surveyed 49 pharmacy and medical directors from national, regional, and BCBS plans representing 116 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.

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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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