



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

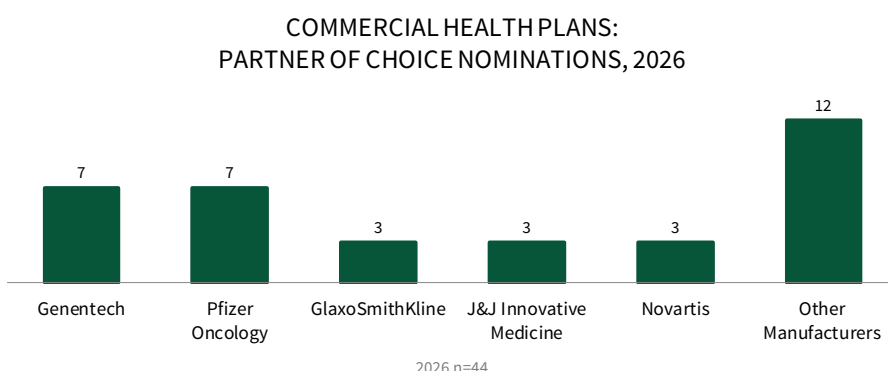
In today's oncology market, competitive advantage is increasingly determined not only by clinical innovation, but by how effectively manufacturers engage, support, and partner with health plans. HIRC's report, *Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications*, 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: The competitive landscape for oncology drug manufacturers is multifaceted, with CHPs increasingly preferring firms that combine flexible contracting with high-quality field teams, scientific engagement, and collaborative account support.

Genentech & Pfizer Oncology Receive the Most Oncology Partner of Choice Nominations from Commercial Payers

Respondents most frequently nominate Genentech and Pfizer Oncology as their overall Partners of Choice in oncology, followed by GlaxoSmithKline, J&J Innovative Medicine, and Novartis. Factors driving nominations include (1) quality of account personnel and/or relationship, and (2) communication and sustained account engagement.



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 and Lilly Oncology 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
• Merck Oncology • Novartis • Lilly Oncology • Pfizer Oncology	• AstraZeneca • Bristol Myers Squibb • GlaxoSmithKline • Novartis • Pfizer Oncology

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

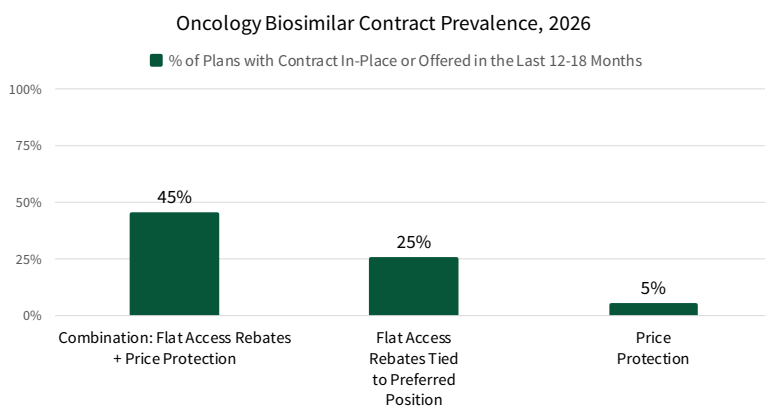


Raymond Co, Ph. D.
Research Director
408-884-8560
rco@hirc.com

Contracting Environment for Oncology

HIRC examines most common contract approaches and rebate amounts across eight broad oncology medication categories, including oncology biosimilars, brand originators, targeted therapies, immunotherapies, CAR-T, bispecifics, and radioligand therapies. When it comes to biosimilars, 45% of plans report that combination (flat access rebate + price protection) contracts are most common, followed by flat access rebates.

CONTRACTING LANDSCAPE HIGHLIGHT: **ONCOLOGY BIOSIMILARS**



The full report provides an in-depth assessment of the contracting environment across nineteen specific hematologic and solid tumor types.

Research Methodology and Report Availability

In June 2026, HIRC surveyed 44 pharmacy and medical directors from national, regional, and BCBS plans representing 87 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.



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.

224 Walnut Street, Suite C
Santa Cruz, California 95060
P: 408-884-8560 • F: 408-884-8561

www.hirc.com