

## Best Programs & Best People Service

### Case Studies: Manufacturer Managed Care Programs

Managed care priorities related to quality improvement and evidence-based medicine present manufacturers with opportunities to provide valuable program support. HIRC has developed a series of case studies to provide insight into manufacturers' value-added programs that target health plan and PBM goals in Medicare star, reducing hospital admissions, and HEOR. These case studies reveal the methods used to create innovative program partnerships and highlight key successful outcomes. HIRC's *Managed Care Case Studies* report addresses the following questions:

- What opportunities exist for manufacturers to partner with managed care customers on programs that target specific managed care priorities?
- How are pharmaceutical firms linking their value-added programs and resources to managed care customers' goals?
- How are manufacturers identifying opportunities to support key initiatives? How are they approaching program design?

#### Key Finding:

*Pharmaceutical companies can distinguish themselves as valued partners by clearly demonstrating the direct impact of resources and programs on targeted quality ratings.*

### Case Studies Highlight Strategic Partnerships with GSK, Bristol-Myers Squibb, and Pfizer

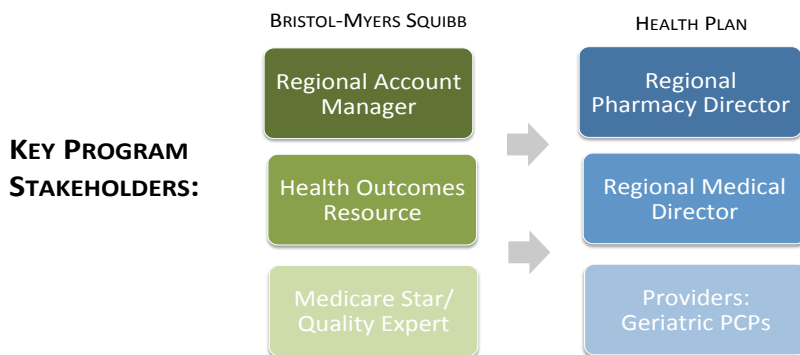
Managed care customers recognize the potential impact of existing programs on quality ratings and other key initiatives and value ongoing support from pharmaceutical company sponsors. Each of the collaborative programs highlighted in HIRC's case studies have been successfully aligned with health plan and PBM priorities in quality improvement or evidence-based medicine.

MANUFACTURER	PROGRAM DESCRIPTION	INITIATIVE
<b>GLAXOSMITHKLINE</b>	GlaxoSmithKline identified a local market with a high rate of asthmatics and launched an educational and awareness campaign with multiple health care stakeholders aimed at improving adherence and reducing hospital admissions.	Reduce Hospital Admissions
<b>BRISTOL-MYERS SQUIBB</b>	Bristol-Myers Squibb worked closely with a health plan to help improve its Medicare Star ratings by analyzing data at a regional level and providing technical expertise on two key measures.	Improve Medicare Star Ratings
<b>PFIZER</b>	Pfizer's specialty account manager worked with a PBM to provide a sophisticated HECON model, which included detailed analytics on the cost of therapies in the rheumatoid arthritis class.	Health Economics Outcomes Research

## Bristol-Myers Squibb Assists Health Plan in Improving Medicare Star Ratings

Bristol-Myers Squibb assisted a large regional health plan within an integrated delivery network in identifying gaps in Medicare Star measures and developing plans to improve ratings in under performing regions. The program included a therapeutic focus on improving adherence to diabetes medications as well as a broad focus on the utilization of high risk medications in the elderly.

Multiple stakeholders from Bristol-Myers Squibb and the health plan were involved in program implementation, with the BMS account manager initially introducing the program to the plan.



The complete report discusses the key components, the program implementation process, and benefits and results from GlaxoSmithKline, Bristol-Myers Squibb, and Pfizer's programs. The report also discusses the criteria for success in developing programs linked to specific managed care customer initiatives.

## Research Methodology and Report Availability

In October 2013, HIRC performed in-depth qualitative telephone interviews with 2 health plan panelists and one leading PBM to gather information for this report.

The *Managed Care Programs Case Studies* report is part of the *Best Programs and Best People Service*, and is now available to subscribers at [www.hirc.com](http://www.hirc.com).

**The Best Programs and Best People Service** benchmarks pharmaceutical companies' value-added program offerings, as well as account manager and medical science liaison performance. HIRC identifies customer preferences and interest in programs, critical account manager and MSL skills, and trends and opportunities in the managed care marketplace.

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# HIRC

HEALTH INDUSTRIES RESEARCH COMPANIES (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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