



Best Programs & Best People

Managed Markets Customers: Relationship Status and Customer Facing Access

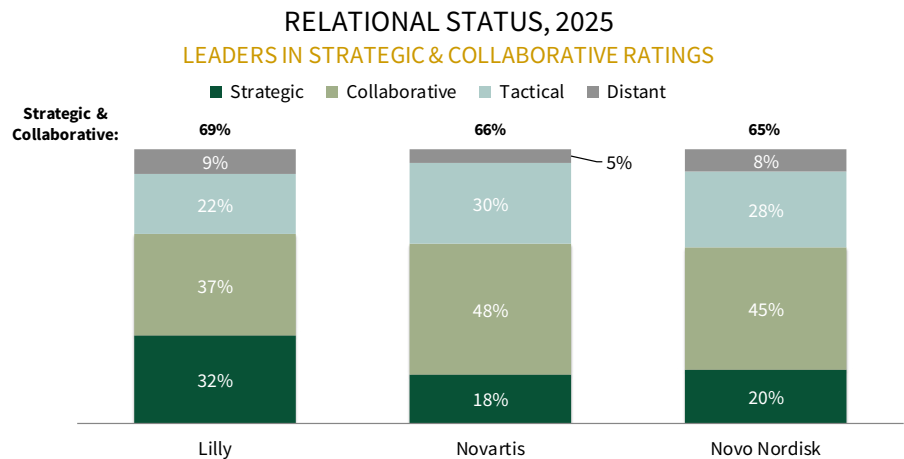
Cultivating collaborative and strategic relationships with key accounts is critical to ensuring access and maintaining partnerships across managed care markets. HIRC's *Relationship Status and Customer Facing Access* report benchmarks 40+ leading pharmaceutical manufacturers based on payer customer evaluations of relationship status and customer facing personnel access to key decision-makers. The report addresses the following questions:

- How do commercial health plan and PBM decision-makers rate their relationships with 40+ pharmaceutical manufacturers?
- Which manufacturers lead in cultivating strategic and collaborative relationships?
- How can a pharmaceutical firm move from having distant/tactical relationships with key accounts to those that are more collaborative/strategic?
- What attributes are critical to enhancing manufacturer account team customer-facing access and strategic relationships?

Key Finding: Customers report overall willingness to contract as the most important factor in determining relationship status with manufacturers, followed by engagement frequency and trust.

Panelists Rate Lilly as Most Collaborative/Strategic Partner

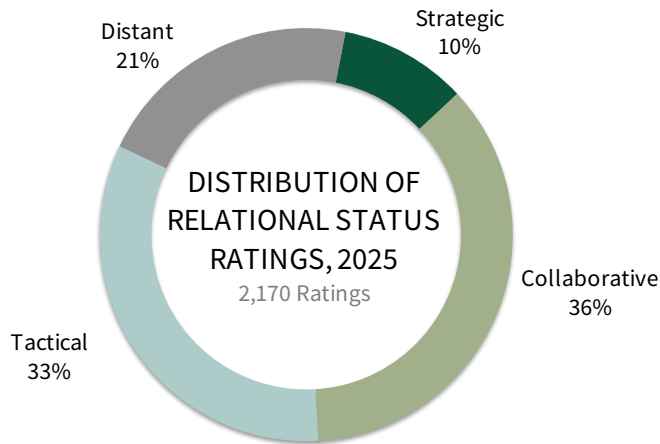
Managed markets customers were asked to rate their relationships with 40+ manufacturers from distant to strategic. Lilly leads with about 69% of panelists reporting their relationship as collaborative and/or strategic. Novartis and Novo Nordisk follow, with over 60% of respondents rating their relationship with each company as collaborative and/or strategic.



The full report includes a full listing of 40+ manufacturer relational status ratings across national plans, regional plans, BCBS plans, and PBMs.

Relationships with Pharmaceutical Manufacturers

Respondents were asked to rate 40+ manufacturer relationships with their organization as either distant, tactical, collaborative, or strategic. Managed markets key decision-makers rate 10% of their relationships with manufacturers as strategic, 36% as collaborative, 33% as tactical, and the remaining 21% as distant.



While contracting and trust are top drivers of strategic and collaborative relationships, relational status can also be enhanced by the significance of a manufacturer's product portfolio and perception of manufacturer capabilities, resources, and commitment to managed care. The complete report provides detailed customer feedback on exemplar manufacturer relationship building and how manufacturers can move from distant/tactical relationships to those that are more collaborative/strategic.

Research Methodology and Report Availability

In January, HIRC surveyed 81 key decision-makers from leading commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The *Relationship Status and Customer Facing Access* report is part of the Best Programs and Best People Service and is now available to subscribers at www.hirc.com.

The Best Programs & Best People

Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added marketing programs. The service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs. For subscription information please contact:



Lisa Nanfra
Research Director
408-884-8560
lnanfra@hirc.com

hirc

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 Ave., Suite C
Santa Cruz, California 95060
P: 408-884-8560 • F: 408-884-8561

www.hirc.com