

Best Programs & Best People Service

Best in Class Account Manager Nominations 2014

Account managers play an important role in facilitating pharmaceutical companies' relationships with key accounts. It is critical that account manager attributes, behaviors, capabilities, and knowledge continue to meet customer needs in an evolving and complex managed care environment. HIRC's *Best in Class Account Managers* report addresses the following questions:

- Which account managers from small, medium, and large pharmaceutical firms stand out as best?
- Which key factors impact managed care customers' evaluations of account managers?
- Which attributes, behaviors, and capabilities describe the best account managers?
- How do account manager expectations vary by customer channel?

Key Finding:

Exceptional account managers are perceived as trustworthy and responsive, are understanding of health plan priorities, and offer actionable solutions.

Johnson & Johnson, Novo Nordisk, and Vertex Have the Best Managed Care Account Managers

HIRC queried over 100 key decision-makers to learn which pharmaceutical firms' account managers are best meeting customer needs. Health plan pharmacy and medical directors, Medicare executives, and pharmacy benefit managers were asked to nominate the best account managers from small, medium, and large companies.

BEST IN CLASS ACCOUNT MANAGERS

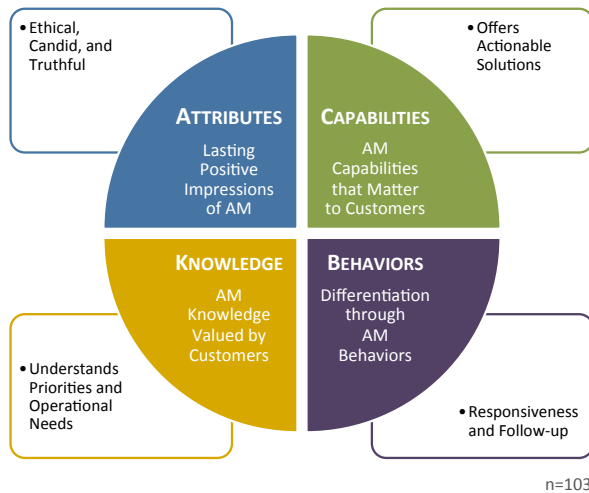


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- **Johnson & Johnson, Merck, and Pfizer** top the list of pharmaceutical companies with the best account managers based on the size of their account management teams, their understanding of customers' business needs, and a demonstrated ability to offer actionable solutions.
- **Novo Nordisk, Bristol-Myers Squibb, and Vertex**, although smaller-sized firms, are able to effectively deploy their account management teams to positively impact their customer relationships.

Four Competencies Contribute to How Managed Markets Customers Evaluate Account Managers

When managed markets customers were asked to explain their rationale for best account manager nominations, their evaluations fell within four key categories of account manager competencies: attributes, behaviors, capabilities, and knowledge.



The best account managers demonstrate exceptional responsiveness and follow-up, understand customers' priorities and needs, and offer actionable solutions. Best in class account managers are also described as ethical, candid, and truthful.

The complete *Best in Class Account Managers* report includes best account manager nominations segmented by the following:

- Pharmacy Directors
- Medical Directors
- Medicare MA-PD and PDP Executives
- Pharmacy Benefit Manager Decision Makers

Research Methodology and Report Availability

In January 2014, HIRC surveyed 103 managed care panelists from national plans, regional health plans, and PBMs. HIRC utilized quantitative surveys with panelists to gather information. The *Best in Class Account Managers* report is part of the *Best Programs and Best People Service*, and is now available to subscribers at 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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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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