



Managed Markets

Medicaid MCOs: Contracting Landscape and Manufacturer Competitive Assessment

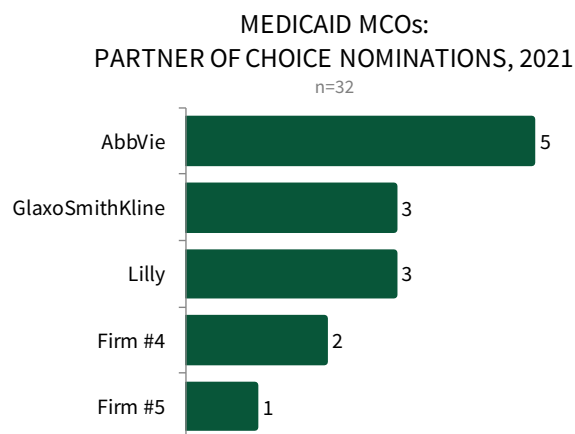
As the managed Medicaid plan segment continues to expand, establishing meaningful partnerships and/or collaborations with Medicaid MCOs remains critical to maintain market access. HIRC's report, *Medicaid MCOs: Contracting Landscape and Manufacturer Competitive Assessment*, reviews Medicaid plan pharmacy and medical directors' evaluation of manufacturers and focuses on trends in contracting. The report addresses the following questions:

- Which manufacturers are most often nominated as Medicaid MCOs' overall "Partner of Choice"?
- Which manufacturers lead in Medicaid executives' evaluation of willingness to offer supplemental rebates, and in which therapeutic areas?
- Which manufacturers lead in MCOs' evaluation of quality of programs and resources?
- Which contract types are most frequently available across traditional, specialty, and oncology products? Which are perceived as the most valuable?
- What types of programs and resources are Medicaid MCOs most interested in?

Key Finding: Respondents perceive flat access rebates tied to preferred position contracts as the most frequently available contract type across medications, followed by price protection contracts.

AbbVie Leads as Top Partner of Choice Across Medicaid MCOs' in 2021

AbbVie is most often nominated as Medicaid MCOs' overall partner of choice in 2021, followed closely by GlaxoSmithKline and Lilly. The primary factors driving partner of choice nominations include account management support/personnel, willingness to contract, and quality of programs/resources.

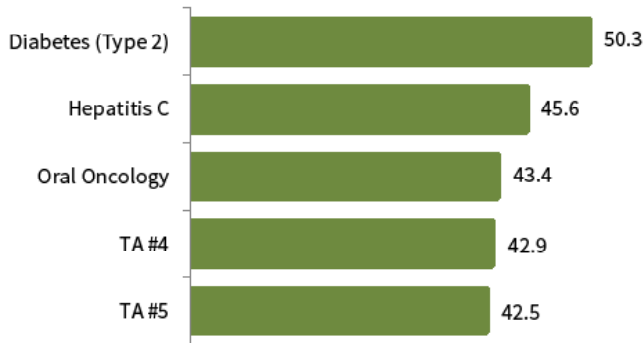


The full report provides a complete listing of Medicaid executives' overall partner of choice nominations across manufacturers.

MCOs Report Highest Interest in Engaging in Risk/Outcomes-based Contracting for Diabetes Medications

When asked to consider and rate seventeen therapeutic areas, Medicaid MCO key decision-makers report the highest interest in engaging in risk/outcomes-based contracting arrangements for type 2 diabetes medications, followed by hepatitis C and oral oncology medications.

**LEVEL OF INTEREST IN RISK/OUTCOMES-BASED CONTRACTS:
AVERAGE BY THERAPEUTIC AREA**
(Scale: 0=Less Interested - 100=More Interested)



The Managed Markets Service provides strategic and tactical information, including customers' assessments of manufacturers' contracting and resources within four commercial and government market segments; market landscape trends and activity influencing the availability, price, and utilization of pharmaceuticals; managed markets headcounts and organizational trends based on confidential data from industry leading pharmaceutical companies; and the access and partnership landscape of key accounts.



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Reducing Readmissions & Population Health Management Among Medicaid MCOs' Most Urgent Need to Partner

Medicaid respondents were asked to consider a list of ten pharmaceutical manufacturer support offerings and select one that represents their organization's most urgent need for a manufacturer partner. Panelists most often select support in reducing hospital readmissions and population health management as the most urgent need to partner, followed by medication adherence support.

MEDICAID MCOs MOST URGENT NEED TO PARTNER
(n=32)

PROGRAM/RESOURCE	% OF PANEL
Reducing Hospital Readmissions	27%
Population Health Management	23%
Medication Adherence	15%

Research Methodology and Report Availability

In October 2021, HIRC surveyed 32 Medicaid managed care organization (MCO) pharmacy and medical directors from national, regional, and BCBS plans. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Medicaid MCOs: Contracting Landscape and Manufacturer Competitive Assessment*, is available now to HIRC's Managed Markets 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.

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