



Best Programs & Best People

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

Service Overview

It is critical that pharmaceutical firms maintain strategic partnerships with key accounts in an evolving and increasingly complex managed care environment. HIRC's *Best Programs and Best People Service* offers insights specific to the development of successful value-added programs, and training of account managers and medical/clinical science liaisons (MCSLs).

The service examines the attributes of the best manufacturer programs and the skill sets that characterize the top tier account personnel through a triangulated research design, combining detailed survey data and in-depth interviews with managed care panelists.

Comprehensive Approach to Account Access

Insights from commercial pharmacy and medical directors and PBM executives are gathered to assess current performance of account manager and MCSL teams, the critical skills that characterize the best-in-class, and manufacturer-sponsored program offerings and customer needs.



Bringing Value to Subscribers

HIRC's data enable subscribers to develop valuable programs, track account management and MCSL performance, and understand decision-makers' expectations of account personnel as health care markets evolve.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Best Programs and Best People Service* are able to benchmark performance relative to other pharmaceutical firms serving managed care accounts and develop training programs to maximize sales team and program effectiveness.

Research Agenda 2024

Relational Status and Customer-facing Access with Key Accounts

- Benchmarks 40+ companies in relational status
- Provides opportunities to cultivate collaborative and strategic relationships
- Examines the drivers of customer-facing access

Account Manager Performance

- Benchmarks 40+ manufacturers in presence and overall quality of account managers
- Examines manufacturer performance across ten critical account manager skills

Best-in-Class Account Manager Customer Insights

- Provides nominations of the best-in-class account managers and the attributes, behaviors, knowledge and capabilities of those selected
- Opportunities for training and development of account management personnel

Medical/Clinical Science Liaison Performance

- Benchmarks 40+ manufacturers in presence and overall quality of MCSLs
- Examines manufacturer performance across ten critical MCSL skills

Best-in-Class MCSL Customer Insights

- Provides nominations of the best-in-class MCSLs and the attributes, behaviors, knowledge and capabilities of those selected
- Opportunities for training and development of account management personnel

Managed Markets Marketing Programs and Account Support Offerings

- Examines managed care executives' needs & partnerships opportunities
- Nominations of best-in-class program offerings across top program types and therapeutic areas
- Profiles of program types and the leading manufacturers in programs support

How to Subscribe to HIRC's Best Programs and Best People Service

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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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