



Managed Markets

The Managed Markets Service provides strategic and tactical information, including 1) customers' assessments of manufacturers' contracting and resources within four commercial and government market segments, 2) market landscape trends and activity influencing the availability, price, and utilization of pharmaceuticals, 3) managed markets headcounts and organizational trends based on confidential data from industry leading pharmaceutical companies, and 4) the access and partnership landscape of key accounts.

Service Overview

Current and emerging market trends in health care continue to impact pharmaceutical firms' key customers. For over 30 years, HIRC's *Managed Markets Service* has monitored the activity impacting pharmaceutical market access and has provided strategic insights for clients to engage in effective account management of key payer customers.

The service provides manufacturers a comprehensive resource to guide account planning and access strategies through its triangulated research design, utilizing a combination of primary survey data, interview insights, and in-depth secondary research.

Comprehensive Approach to Managed Markets Access

Insights from commercial pharmacy and medical directors, PBM leaders, and Medicaid MCO and Medicare executives are gathered to assess current and future market trends, customer needs and challenges, and the competitive landscape. Pharmaceutical industry leaders are also surveyed to assist in driving managed markets headcounts decisions and to assess the access and partnership landscape of key commercial and government accounts.



Bringing Value to Subscribers

HIRC's data and insights enable subscribers to understand and track market dynamics and trends critical to optimal product and value-added program positioning as the health care delivery market evolves.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Managed Markets Service* are able to monitor and evaluate critical market trends, benchmark manufacturer contracting and resources, identify and understand managed care needs, and act upon partnership opportunities.

Research Agenda 2024

Trends in Managed Markets Headcounts and Organizational Structures

- Nature and scope of managed markets staffing within pharmaceutical firms across account management, marketing, contracts and administration, and clinical support

Access and Partnership Landscape

- Top commercial and government payer accounts' ability to limit access & willingness to partner with pharmaceutical firms

Commercial Health Plans: Market Landscape and Strategic Imperatives

- Market size, trends, and recent activity
- Examines strategic imperatives and initiatives impacting market access
- Profiles the top industry-leading commercial health plans

Commercial Health Plans: Manufacturer Competitive Positioning and Contracting

- Nominations for manufacturer partner of choice and benchmarks for 40+ manufacturers in presence & willingness to contract
- Contracting trends across top therapeutic classes

Pharmacy Benefit Managers: Market Landscape and Strategic Imperatives

- Reviews market size, trends, and recent activity
- Examines strategic imperatives and initiatives impacting market access
- Profiles of the top industry-leading PBMs

Pharmacy Benefit Managers: Manufacturer Competitive Positioning and Contracting

- Nominations for manufacturer partner of choice and benchmarks for 40+ manufacturers in presence & willingness to contract
- Contracting trends across top therapeutic classes

Medicare Advantage Plans: Market Access & Manufacturer Engagement

- Market trends, policy updates, and strategic imperatives
- Nominations for manufacturer partner of choice and benchmarks for 40+ manufacturers in contracting and value of programs

Managed Medicaid Plans: Market Access & Manufacturer Engagement

- Market trends, policy updates, and strategic imperatives
- Nominations for manufacturer partner of choice and benchmarks for 40+ manufacturers in contracting and value of programs

How to Subscribe to HIRC's Managed Markets Service

For subscription information please contact:



Josh Mader
Vice President
408-884-8560
jmader@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.

224 Walnut Avenue, Suite C
Santa Cruz, California 95060
P: 408-884-8560 • F: 408-884-8561

www.hirc.com