



# Managed Oncology

The Managed Oncology Service monitors managed care & market trends related to oncology medication management across key payer and provider segments. The service also provides competitive benchmarking in manufacturer engagement and contracting. The following high profile cancer categories and tumor types are included in the research:

**Therapy Categories:**

- Oral Conventional Chemotherapies
- IV Conventional Chemotherapies
- Oncology Biosimilars
- Oncology Brand Originators
- Oral Targeted Therapies
- IV Targeted Therapies
- Immune Checkpoint Inhibitors
- CAR-T Cell Therapies

**Targeted Cancer Types:**

- Bladder Cancer
- Breast Cancer
- Cervical Cancer
- Colorectal Cancer
- Endometrial Cancer
- Hodgkin Lymphoma
- Liver Cancer
- Lung Cancer
- Lymphocytic Leukemia (ALL & CLL)
- Mantle Cell Lymphoma (MCL)
- Melanoma
- Multiple Myeloma
- Myelogenous Leukemia (AML & CML)
- Non-Hodgkin Lymphoma (NHL)
- Ovarian Cancer
- Pancreatic Cancer
- Prostate Cancer
- Renal Cell Carcinoma (RCC)

## Service Overview

As the oncology drug pipeline continues to deliver innovative therapies, payers and other health care stakeholders continue to seek strategies that ensure appropriate utilization. HIRC's *Managed Oncology Service* examines issues in oncology medication management and to assist pharmaceutical firms in developing and maintaining successful market access strategies.

HIRC utilizes a triangulated research design, combining primary survey data, interview insights, and in-depth secondary research, resulting in a deep understanding of issues related to oncology medication market access.

## Comprehensive Approach to Managed Markets Access

The service monitors managed care strategic imperatives and trends related to oncology medication cost and utilization management across Commercial, PBM, and Medicare Advantage payer segments. Trends in oncology distribution and management are also tracked in two key oncology provider market segments. The service also examines manufacturer engagement and contracting trends.



## Bringing Value to Subscribers

HIRC's data and insights enable subscribers to understand and track market dynamics and trends critical to optimal product positioning as the managed oncology market evolves.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Managed Oncology Service* are able to identify potential opportunities for partnerships and evaluate account management strategies to effectively support the oncology-specific needs of managed care.

# Research Agenda 2024

## **Academic Institutions/Cancer Centers: Market Environment & Manufacturer Engagement**

- Status of PDL and clinical pathways across top cancer types
- Manufacturer Partner of Choice and ratings in account management support and value-added programs
- Market dynamics and customer challenges

## **Community Oncology Practices: Market Environment & Manufacturer Engagement**

- Status of PDL and clinical pathways across top cancer types
- Manufacturer Partner of Choice and ratings in account management support and value-added programs
- Market dynamics and customer challenges

## **Commercial Health Plans: Manufacturer Engagement & Trends in Contracting**

- Manufacturer partner of choice and ratings in account management support, contracting, and value-added programs
- Contracting trends and medication management tactics across chemotherapies, targeted therapies, immune checkpoint inhibitors, CAR-T, and biosimilars

## **Commercial Health Plans: Oncology Medication Management & Market Access**

- Plans' strategic imperatives and priorities pertaining to oncology management
- Status of PDLs and clinical pathways development across top cancer types
- Oncology medication management across top cancer types

## **Medicare Advantage Plans: Oncology Medication Management & Contracting Trends**

- Oncology medication management approaches
- Contracting trends and medication management tactics across chemotherapies, targeted therapies, immune checkpoint inhibitors, CAR-T, and biosimilars
- Nominations for manufacturer Partner of Choice & Most Willing to Contract

## **Pharmacy Benefit Managers: Oncology Medication Management & Contracting Trends**

- Oncology medication management approaches
- Contracting trends and medication management tactics across chemotherapies, targeted therapies, immune checkpoint inhibitors, CAR-T, and biosimilars
- Nominations of overall manufacturer Partner of Choice and benchmark ratings of 30+ manufacturers in willingness to contract

## How to Subscribe to HIRC's Managed Oncology 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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