



Organized Providers

The Organized Providers Service examines the environmental trends impacting health care delivery, focusing on how increased provider accountability and value-based reimbursement will impact pharmaceutical market access. HIRC's research with integrated delivery networks (IDNs) provides market insights and metrics to assist pharmaceutical firms in developing access strategies and quality value-added programs.

Service Overview

Health care providers continue to evolve their businesses to adapt to value-based reimbursement and clinically integrated care models. HIRC's *Organized Providers Service* assists pharmaceutical firms in understanding the health care trends impacting the the IDN market and the resulting pharmaceutical market access landscape.

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 Strategy Development

HIRC's organized provider research monitors the market landscape of the integrated delivery network segment and examines trends in value-based reimbursement, population health and quality measurement, medication management, and the direct contracting landscape. The service also benchmarks manufacturers in several key evaluative metrics to gauge IDN account support and coverage.



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 *Organized Providers Service* are able to monitor and evaluate critical market trends, understand the role of organized providers in shaping prescriber behavior, benchmark manufacturer support, and act upon partnership opportunities.

Research Agenda 2024

IDNs: Manufacturer Competitive Positioning and Partnership Opportunities

- Nominations for manufacturer Partner of Choice
- Benchmarking 30+ manufacturers in relational status and factors driving relationships from distant or tactical to collaborative and strategic
- Opportunities for partnership

IDNs: Evaluation of Pharmaceutical Manufacturer Account Managers

- Nominations for best-in-Class IDN/key account managers
- Benchmarking 30+ account manager teams in presence and quality across 6 key account manager skills
- Opportunities for training and development for account engagement personnel

IDNs: Medication Management and Direct Contracting

- Trends in manufacturer direct contracting approaches with IDNs
- IDN pharmacy services, including prevalence and trends in health system-owned specialty pharmacies
- IDN prescribing influence (decision support systems, pathways, pharmacy management)

IDNs: Market Landscape and Strategic Imperatives

- Market landscape and strategic imperatives, including key players and market activity
- Trends across inpatient, outpatient, post-acute, pharmacy, and digital care
- IDNs' strategic imperatives and operational objectives
- Value-based reimbursement and participation in alternative payment models

Profiles of Industry-leading IDNs

- Detailed profiles of 20+ industry-leading IDNs

IDNs: Evaluation of Pharmaceutical Manufacturer Programs and Support Offerings

- Best-in-class program offerings by therapeutic area
- Benchmarking 30+ manufacturers in value of programs/resources and prevalence of support across eight unique program types

IDNs: Population Health and Quality Initiatives

- Key clinical and quality activities to improve outcomes and reduce costs
- Population health management capabilities and opportunities for partnership
- Profiles of high priority disease states

How to Subscribe to HIRC's Organized Providers Service

For subscription information please contact:



Karen Ernst
Research Director
408-884-8560
kernst@hirc.com

hirc

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