



Specialty Pharmaceuticals

The Specialty Pharmaceuticals Service monitors managed care trends related to specialty medication management, such as payer approaches to formulary & utilization management, as well as the contracting environment. Issues in specialty pharmacy channel distribution are also reviewed. The service examines trends in-depth across the following high-profile specialty therapeutic areas:

- Alzheimer's Disease
- Amyotrophic Lateral Sclerosis (ALS)
- Cholesterol-lowering Biologics
- Erythropoiesis-stimulating Agents
- HIV/AIDS
- I&I – Dermatology
- I&I – Gastrointestinal
- I&I – Rheumatoid Arthritis
- Migraine
- Multiple Sclerosis
- Ocular Disorders
- Osteoporosis
- Respiratory Biologics
- White Blood Cell Stimulants

***See HIRC's Special Reports Series for insights in Rare Disease & Gene Therapy**

Service Overview

Payers remain focused on optimizing strategies to manage specialty drug costs and utilization. HIRC's *Specialty Pharmaceuticals Service* assists pharmaceutical manufacturers in developing and maintaining successful market access strategies by monitoring trends in payers' specialty medication management initiatives, issues in channel distribution, and manufacturer contracting and engagement with key customers.

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 specialty pharmaceutical market access.

Covering Key Stakeholders in the Specialty Market Ecosystem

The service monitors specialty drug management and manufacturer benchmarking and contracting trends across Commercial MCO, Medicare Advantage, and Pharmacy Benefit Manager market segments. It also tracks trends and manufacturer engagement within the Specialty Pharmacy Provider distribution channel.



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 specialty market evolves.

Through detailed analyses, key implications, and strategic recommendations from experienced HIRC researchers, subscribers to the *Specialty Pharmaceuticals Service* are able to understand the specialty market landscape, evaluate account support, identify specialty-specific managed care needs, and act upon partnership opportunities.

Research Agenda 2024

Commercial Health Plans: Manufacturer Account Engagement & Trends in Contracting

- Manufacturer partner of choice and benchmarking manufacturer account management support and willingness to contract
- Trends in contracting by specialty therapeutic area

Commercial Health Plans: Specialty Medication Management and Market Access

- Trends in payer utilization and formulary management, site of care, and specialty pharmacy networks

Pharmacy Benefit Managers: Specialty Medication Management and Market Access

- Nominations of manufacturer partner of choice & most willing to contract
- Trends in utilization and formulary management
- Trends in contracting by specialty therapeutic area

Specialty Pharmacy Providers: Market Landscape Trends and Strategic Imperatives

- Specialty pharmacy distribution and market landscape trends
- Profiles for industry-leading specialty pharmacies

Specialty Pharmacy Providers: Manufacturer Engagement & Contracting

- Manufacturer partner of choice and benchmarking manufacturer account management support and contracting
- Trends in contracting with specialty pharmacies

Medicare Advantage Plans: Specialty Medication Management and Contracting Trends

- Nominations of manufacturer partner of choice & most willing to contract
- Trends in payer utilization and formulary management, site of care, and specialty pharmacy networks
- Trends in contracting by specialty therapeutic area

How to Subscribe to HIRC's Specialty Pharmaceuticals 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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