



Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications

In the rapidly evolving field of oncology, understanding the competitive landscape for best engaging managed care partners in the areas of account support and contracting is crucial to gain and maintain market access. HIRC's report, *Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications*, examines the contracting environment and payer evaluations of 30+ firms active in oncology. The report addresses the following questions:

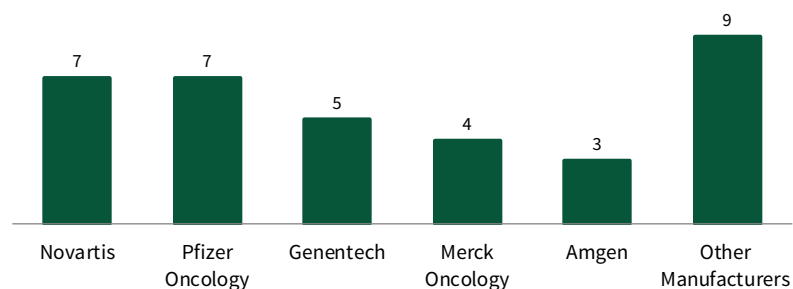
- Which firms are most often nominated as plans' Partner of Choice in oncology? Which provide the most valuable program/resource offerings?
- How do firms benchmark in willingness to contract and willingness to support plan's oncology-related initiatives?
- How do firms benchmark in overall quality of oncology account managers and medical/clinical science liaisons?
- What opportunities exist for manufacturers to engage and collaborate with commercial health plans on unmet needs in oncology?
- How do payers perceive the current contracting landscape across eight oncology medication types and in 18 hematologic and solid tumor types?

Key Finding: Commercial health plan respondents report contracts are most prevalent for oncology biosimilars, followed by oral targeted therapies, oral conventional chemotherapies, and oncology brand originators.

Novartis and Pfizer Oncology Receive the Most Oncology Partner of Choice Nominations from Commercial Health Plans

Respondents most frequently nominate Novartis and Pfizer Oncology as their overall Partners of Choice in oncology, followed by Genentech, Merck Oncology, and Amgen. Factors driving nominations include (1) communication and sustained account engagement, and (2) quality of account support personnel and/or the relationship.

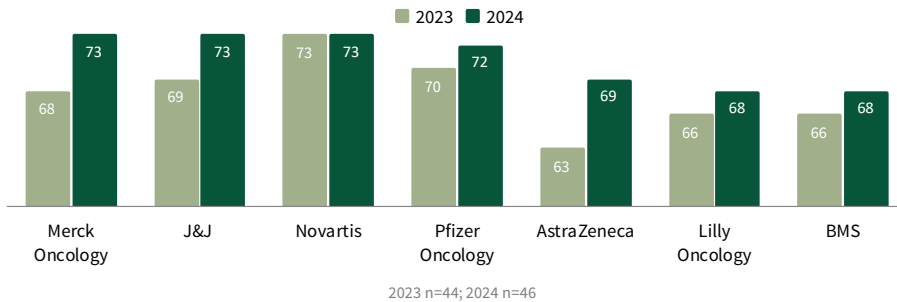
COMMERCIAL HEALTH PLANS:
PARTNER OF CHOICE NOMINATIONS, 2024



Merck Oncology, J&J, and Novartis Rate Highest in Overall Quality of Oncology Medical/Clinical Science Liaisons

Respondents were asked to rate manufacturers on the overall quality of their oncology medical/clinical science liaisons (MCSLs). Merck Oncology, J&J Innovative Medicine, and Novartis lead with the highest overall quality ratings of oncology MCSLs, followed by Pfizer Oncology, AstraZeneca, Lilly Oncology, and Bristol Myers Squibb.

OVERALL QUALITY OF ONCOLOGY MEDICAL/CLINICAL SCIENCE LIAISONS, YEAR-OVER-YEAR

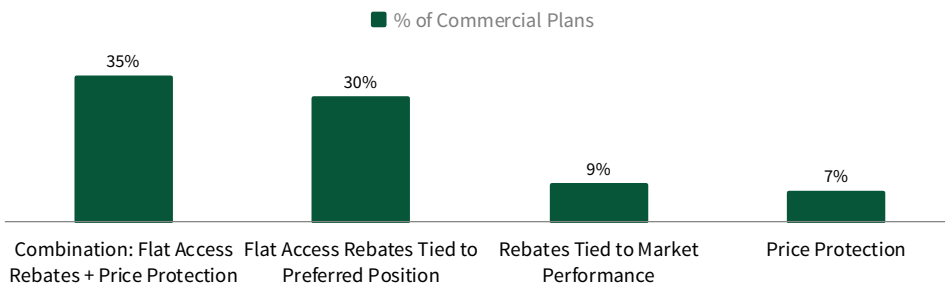


The full report provides the complete listing of commercial health plans' quality ratings of oncology medical/clinical science liaisons and oncology account managers for 30+ manufacturers active in oncology.

Contracting Environment for Oncology Biosimilars

When asked about the contracting environment for oncology biosimilars, commercial plans indicate that combination contracts involving flat access rebates and price protection are most common. The full report examines contracting approaches and most common discount amounts offered across oncology biosimilars and brand originators, targeted therapy, chemotherapy, CAR-T therapies, and immunotherapies are examined in the full report.

% OF PLANS WITH ONCOLOGY BIOSIMILAR CONTRACTS IN-PLACE OR OFFERED IN PAST 12-18 MONTHS



Research Methodology and Report Availability

In May 2024, HIRC surveyed 46 pharmacy and medical directors from national, regional, and BCBS plans representing 49 million commercial lives. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Commercial Health Plans: Manufacturer Account Engagement and Contracting for Oncology Medications*, is available now to HIRC's Managed Oncology subscribers at www.hirc.com.

The Managed Oncology Service monitors managed care trends related to oncology medication management and contracting, and reviews market issues in oncology medication distribution and reimbursement across key provider and specialty pharmacy channels. The service benchmarks oncology medication pharmaceutical manufacturers across fifteen high profile cancer types. For subscription information please contact:



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