



## Organized Providers

### IDNs: Evaluation of Pharmaceutical Manufacturer Medical/Clinical Science Liaisons

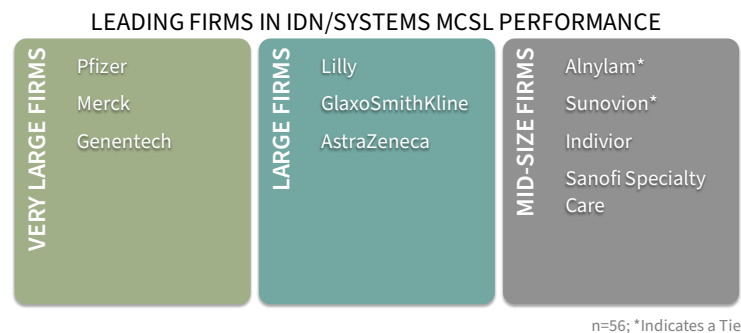
Medical/clinical science liaisons (MCSLs) play an important role in disseminating complex clinical and product information that assists Integrated Delivery Networks (IDNs) in making critical decisions that impact market access. HIRC's report, *Integrated Delivery Networks: Evaluation of Pharmaceutical Manufacturer Medical/Clinical Science Liaisons*, reviews IDNs' evaluation of manufacturer MCSL teams and provides insights into key success factors. The report addresses the following questions:

- Which pharmaceutical firms receive the greatest number of "best-in-class" MCSL nominations from IDN decision-makers? Which MCSL attributes operationally define the best-in-class?
- Which very large, large, and mid-size pharmaceutical firms rank highest in overall MCSL presence and quality?
- How do 30+ manufacturer MCSL teams benchmark across seven key medical/clinical science liaison competencies?
- How can IDN/Systems MCSLs enhance engagement and foster genuine working relationships with IDN customers?

**Key Finding:** The best IDN/Systems medical/clinical science liaisons are effectively provide up-to-date clinical insights, product information, and pipeline/emerging therapies, and take personal responsibility to address customer needs.

### Pfizer Ranks Highest with IDNs in Medical/Clinical Science Liaison Presence and Quality

Pfizer and Merck earn the highest overall MCSL presence and quality scores from IDN decision-makers. Lilly and GlaxoSmithKline lead the large manufacturer segment while Alnylam and Sunovion lead among mid-size firms.



HIRC calculated manufacturers' overall MCSL performance score based upon customer evaluations of medical/clinical science liaisons in two key categories. The full report provides scores in presence and quality for a listing of 30+ firms active in the IDN segment:

- **Presence:** Contact with the MCSL in the Last 12-18 Months
- **Quality:** Overall Quality of the MCSL

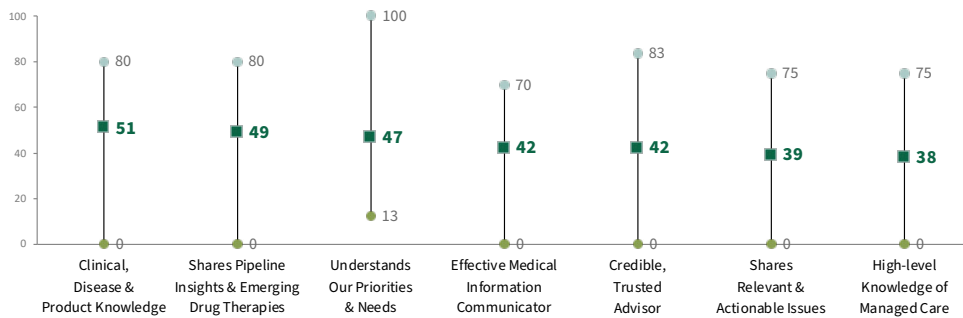
## Evaluation of IDN MCSL Competencies Reveal Opportunities to Enhance Engagement with Key Accounts

In addition to overall quality of medical/clinical science liaison personnel, HIRC examined manufacturer performance in seven key competencies. Analyses across the 31-company cohort reveal higher average MCSL competency scores in Clinical, Disease, and Product Knowledge (51/100), but opportunities for improvement in High-level Knowledge of Managed Care (38/100).

RANGE OF MCSL COMPETENCY INDUSTRY AVERAGE SCORES

(Scale 0-100 on Each Competency)

● Highest Score ● Lowest Score ■ 31-Co. Avg.



In addition to ratings of pharmaceutical manufacturer MCSL teams, the full report reviews IDN decision-makers' nominations of best-in-class MCSLs, examines the factors driving nominations, and provides analysis on MCSL actions and attributes that foster genuine working relationships with key accounts.

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. For subscription information please contact:



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## Research Methodology and Report Availability

In August, HIRC surveyed 56 pharmacy directors, medical directors, and quality/population health personnel from IDNs ranging in size and geographic location. Online surveys and follow-up telephone interviews were used to gather information. The full report, *Integrated Delivery Networks: Evaluation of Pharmaceutical Manufacturer Medical/Clinical Science Liaisons* is part of the Organized Providers Service, and is now available to subscribers at [www.hirc.com](http://www.hirc.com).

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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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