



## Organized Providers

### IDNs: Evaluation of Pharmaceutical Manufacturer Programs and Support Offerings

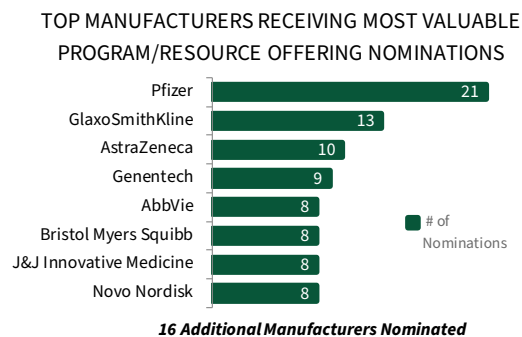
Relevant and useful manufacturer-sponsored support programs and resources can help drive collaborative and strategic partnerships with Integrated Delivery Network (IDN) customers. HIRC's report, *Integrated Delivery Networks: Evaluation of Pharmaceutical Manufacturer Programs and Support Offerings*, provides IDN ratings of manufacturer resources, examines the most valuable programs being offered, and identifies opportunities for future support. The report addresses the following:

- Which pharmaceutical firms receive the greatest number of "most valuable" program/resource nominations across 11 priority therapeutic areas?
- What are some examples of the most valuable programs in key disease areas?
- How do 25+ manufacturers rate in presence and overall value of programs/resources?
- How often are IDNs interacting with manufacturers and their programs/resource offerings based on their role/responsibility type?
- How often are 25+ manufacturers providing support to their key accounts across eight unique program types?
- What program opportunities exist to better meet the current needs of IDN customers?

**Key Finding:** Patient-centered resources (i.e., patient education, financial assistance) should continue to be a core offering for any new branded therapy; actionable data/insights and health equity support can set manufacturers apart as true partners.

### Pfizer is the Clear Leader in Most Valuable Program/Resource Offerings for IDN Accounts

IDN executives were asked to consider and nominate a manufacturer-sponsored program or resource offering that has provided the most value across 11 broad disease areas. Pfizer receives the greatest number of "most valuable" program/resource nominations, followed by GlaxoSmithKline. Nominations were most often provided for patient-centered resources supporting vaccines, airway diseases, and diabetes.



The full report provides the full listing of 130 nominations received for 24 pharmaceutical firms and across 11 disease states.

## Benchmarking 25+ Manufacturers in IDN Programs/ Resources Engagement

For a listing of over 25 companies active in IDN engagement, HIRC reviews the programs/resources support landscape across three key metrics: 1) Presence (IDN has had experience with a manufacturer's program/resource in the last 12-18 months), 2) IDN ratings of firm's Value of Programs & Resources, and 3) Program Engagement across 8 unique program types. A handful of manufacturers are consistently positioning resources and programs with their IDN target accounts across multiple program categories.

### TOP MANUFACTURERS OFFERING PROGRAMS SUPPORT ACROSS 8 CATEGORIES

<b>Access/Reimbursement Support Programs</b>	BeiGene, Biogen, Genentech, Sanofi Gen Med, Takeda
<b>Patient/Caregiver Education</b>	CSL Behring, Boehringer Ingelheim, Gilead
<b>Clinical Staff Training/Education</b>	J&J Innovative Medicine, BeiGene, Gilead, Novo Nordisk
<b>Medication Adherence Support</b>	Astellas, Boehringer Ingelheim, Sanofi Vaccines, Biogen

4 Additional Program Types Provided in the Full Report, Programs Support by Program Type Examined for 25+ Companies Active in IDN Engagement

Programs support benchmarks span the following 8 program types and 11 broad therapeutic areas:

#### Therapeutic Areas Covered:

- Airway Diseases
- Behavioral Health
- Cardiovascular Disease
- Diabetes
- Inflammation & Immunology
- Neurological Diseases
- Oncology/Cancer
- Ophthalmology
- Rare Disease
- Vaccines
- Women's Health

#### Program/Resource Types Covered:

- Access/Reimbursement Support
- Clinical Staff Training/Education
- Data Analytics/Insights
- Digital Engagement/Telehealth Support
- Medication Adherence Support
- Patient/Caregiver Education
- Population Health Management Support
- Social Determinants of Health/Health Equity Support

## Research Methodology and Report Availability

In July, HIRC surveyed 53 pharmacy directors, medical directors, and quality/population health personnel from IDNs ranging in size and geographic location. The full report, *Integrated Delivery Networks: Evaluation of Pharmaceutical Manufacturer Programs and Support Offerings* is part of the Organized Providers Service, and is now available to subscribers at [www.hirc.com](http://www.hirc.com).

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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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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