



## Best Programs & Best People

### Best-in-Class Account Manager Nominations 2025

Pharmaceutical manufacturer account managers are critical to developing and maintaining favorable relationships with payer customers amid a complex managed care environment. HIRC's report, *Best-in-Class Account Manager Insights*, provides nominations of best-in-class account managers from managed markets key decision-makers, and examines the key characteristics of those nominated as best. The report addresses the following questions:

- Which very large, large and mid-size firms' account managers receive the most best-in-class nominations?
- Which firms lead in best account manager nominations across health plan pharmacy directors, health plan medical directors, and pharmacy benefit manager executives?
- Which account manager attributes operationally define the best-in-class?

**Key Finding:** The best-in-class account managers in 2025 are described as responsive and knowledgeable of their products, disease states, and customers' needs.

### Account Managers from Novo Nordisk are Most Frequently Nominated as Best-in-Class

Commercial health plan pharmacy and medical directors, as well as pharmacy benefit manager executives, were asked to nominate the best account managers from very large, large, and mid-size pharmaceutical companies. Novo Nordisk leads with the greatest number of best-in-class account manager nominations, followed by Amgen, Lilly, AbbVie, Organon, and Pfizer. Novo Nordisk is noted for providing innovative solutions and understanding customer's organizational priorities, while Amgen is noted as having outstanding collaboration skills, concise presentations, and proactive account managers.

LEADERS IN BEST-IN-CLASS  
ACCOUNT MANAGER NOMINATIONS 2025

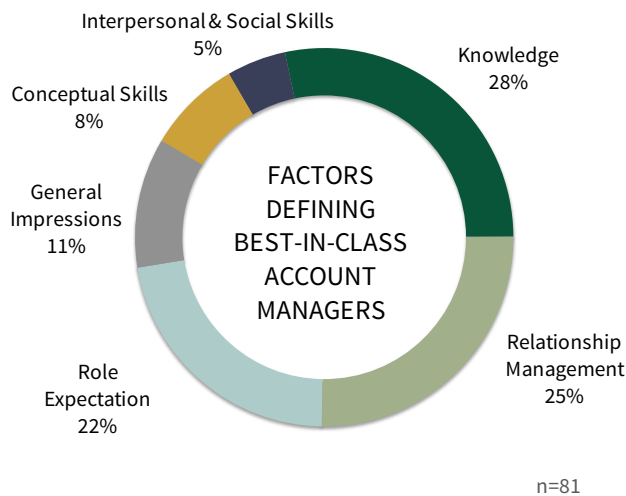
OVERALL RANK	TOP MANUFACTURERS	# of AM NOMINATIONS
1	Novo Nordisk	21
2	Amgen	10
3	Lilly	9
4*	AbbVie	8
4*	Organon	8
4*	Pfizer	8

n=81

The full report provides a complete listing of best-in-class account manager nominations as well as the rationale behind the nominations.

# Six Descriptive Categories Operationally Define Best-in-Class Account Managers

Managed markets customers were asked to explain their rationale for best account manager nominations. Analyses reveal that their evaluations fall within six key descriptive factor categories: (1) Knowledge, (2) Relationship Management, (3) Role Expectation, (4) General Impressions, (5) Conceptual Skills, and (6) Interpersonal & Social Skills.



Account manager knowledge, relationship management behaviors, and fulfilling role expectations account for the majority of best-in-class nominations and should be among the key focus areas of training and development.

The Best Programs & Best People Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added marketing programs. This service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs. For subscription information please contact:



Lisa Nanfra  
Research Director  
408-884-8560  
lnanfra@hirc.com

## Research Methodology and Report Availability

In December 2024 and January 2025, HIRC surveyed 81 decision makers from commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Best-in-Class Account Manager Insights*, is available now to HIRC's Best Programs and Best People subscribers at [www.hirc.com](http://www.hirc.com).



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 Street, Suite C  
Santa Cruz, California 95060  
P: 408-884-8560 • F: 408-884-8561

[www.hirc.com](http://www.hirc.com)