



## Best Programs & Best People

### MSL/HEOR Performance: Presence, Quality & Skills

HIRC's *Medical/Clinical Science & Outcomes Liaison Performance* report benchmarks 40 pharmaceutical manufacturer MSL/HEOR teams based on managed care customer evaluations of skills and overall quality. The report provides insights into critical MSL/HEOR success factors, as well as customer perspectives and expectations. The report addresses the following questions:

- Which very large, large, and mid-size pharmaceutical firms rank highest in MSL/HEOR presence and quality?
- How do manufacturers benchmark across ten MSL/HEOR core and consultative competencies?
- Which core and consultative skills are most important for MSL/HEOR personnel to demonstrate? What opportunities exist for improvement?
- How do pharmaceutical firms benchmark in engagement and quality ratings across health plan pharmacy director, health plan medical director, and pharmacy benefit manager managed market segments?

**Key Finding:** MSL/HEOR personnel have an opportunity to strengthen partnerships and further develop their role as trusted advisors by providing timely, customized, and actionable insights to directly address payer priorities and gaps in care.

### Novo Nordisk Ranks Highest in MSL/HEOR Presence & Quality Across Managed Market Segments

Novo Nordisk achieves the highest overall MSL/HEOR presence and quality score across managed markets panels in 2026. Among very large manufacturers, Novo Nordisk is closely followed by Lilly, AbbVie, and Pfizer. Novartis, GlaxoSmithKline, and Boehringer Ingelheim are top performers in the large manufacturer cohort, while Biogen, Bayer, and Sanofi Vaccines lead in the mid-size manufacturer segment.

#### LEADING FIRMS IN MSL/HEOR PERFORMANCE

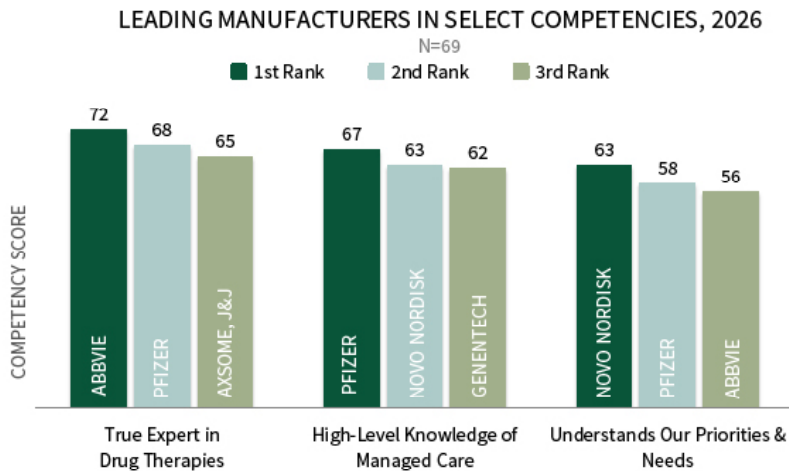


HIRC calculated manufacturers' overall MSL/HEOR score based on managed markets customer evaluations of MSL/HEOR personnel in two key categories:

- **Presence:** Ability to rate MSL/HEOR personnel
- **Quality:** Overall quality of MSL/HEOR personnel

## Leading MSL/HEOR Teams Excel in Both Core and Consultative Competencies

In addition to overall presence and quality metrics, managed markets key decision-makers assessed MSL/HEOR performance across ten critical core and consultative skills. The highest performing teams distinguish themselves through demonstrating comprehensive knowledge of drug therapies, high-level knowledge of the managed care space, and deep understanding of customer needs.



**Pfizer, AbbVie, and Novo Nordisk** consistently lead in performance across the most important skills to managed markets customers. The full report details MSL/HEOR performance across 30+ pharmaceutical manufacturers. Additionally, benchmark data is segmented by the following:

- Commercial Health Plan Pharmacy Directors
- Commercial Health Plan Medical Directors
- Pharmacy Benefit Manager Executives

## Research Methodology and Report Availability

In January, HIRC surveyed 69 key decision-makers from leading commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The *Medical/Clinical Science & Outcomes Liaison Performance* report is part of the Best Programs and Best People Service and is now available to subscribers at [www.hirc.com](http://www.hirc.com).

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:



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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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