



Best Programs & Best People Service

Managed Markets Marketing Programs and Account Support Offerings

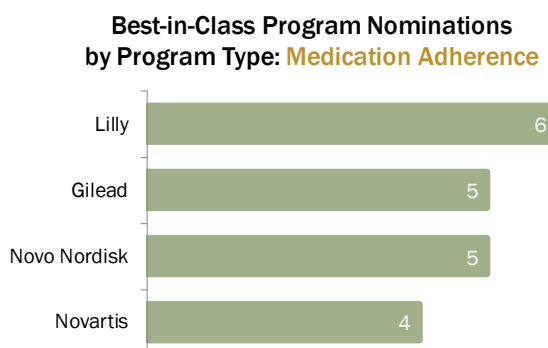
As manufacturers face increasing pressure to differentiate beyond their products, value-added programs and account support have become important drivers of payer engagement and partnership. HIRC's report, *Managed Markets Marketing Programs and Account Support Offerings*, provides a review of managed care executives' needs and expectations across therapeutic areas, as well as an assessment of manufacturer offerings across program/resource types. The report addresses the following questions:

- Which programs/resources are most important to payers? Which programs/resources are most available?
- Which manufacturer-sponsored programs/resources are nominated as best across ten unique program types?
- Which manufacturer-sponsored programs/resources are nominated as best across thirteen therapeutic areas?
- What managed care program opportunities exist for manufacturers to distinguish themselves as valued partners?

Key Finding: Panelists most often identify Pipeline Presentations as the most valuable program/resource offering from manufacturers, followed by Data Analytics/Insights, Quality Metrics support, and Medication Adherence support.

Lilly Leads in Programs Supporting Payers' Medication Adherence Initiatives

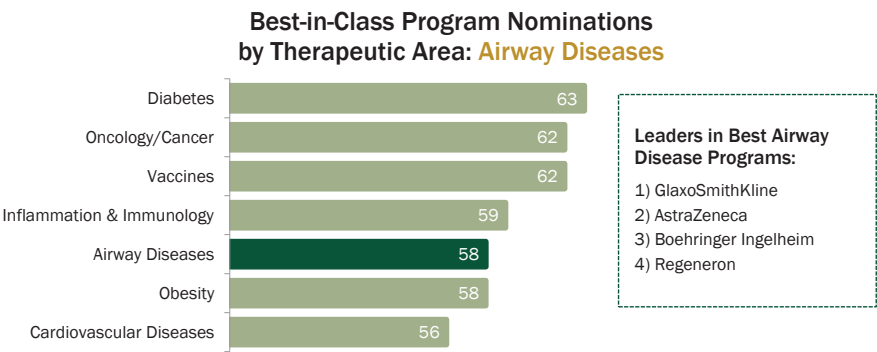
Managed markets customers (commercial health plans and PBMs) were asked to consider ten unique program categories and nominate a manufacturer providing the best offerings/resources in the last 12 months. When it comes to **medication adherence support**, panelists most often nominate Lilly as providing the best support to managed care organizations, followed by Gilead, Novo Nordisk, and Novartis.



The full report provides a complete listing of best-in-class nominations across ten program/resource categories as well as the rationale behind nominations.

GlaxoSmithKline Leads in Program/Resource Offerings for Airway Diseases

Managed markets customers were also asked to consider thirteen therapeutic areas and nominate a manufacturer providing the best offerings/resources in the last 12 months. In **airway diseases**, respondents most often select GlaxoSmithKline as providing the most valuable programs/resources, followed by AstraZeneca, Boehringer Ingelheim, and Regeneron. The top firms are noted for providing patient education, medication access support, provider engagement tools, and adherence monitoring/outreach services.



The full report provides a complete listing of managed care customer nominations across the following 10 program types and 13 therapeutic areas:

Program Types:	Therapeutic Areas:
Appropriate Drug Utilization	Airway Diseases
Data/Analytics Insights	Anticoagulants
*NEW: Direct-to-Patient Programs	Behavioral Health
Health Equity/Social Determinants of Health	Cardiovascular Disease
Managed Care Trend Reports	Diabetes
Medication Adherence	Inflammation & Immunology
Patient/Caregiver Education	*NEW: MASH
Pipeline Presentations	Neurological Conditions
Population Health Management	Obesity
Quality Metrics Support	Oncology/Cancer
	*NEW: Sleep Disorders
	Vaccines
	Women's Health

Research Methodology and Report Availability

In May 2026, HIRC surveyed 69 key 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, *Managed Markets Marketing Programs and Account Support Offerings*, is available now to HIRC's Best Programs and Best People subscribers at 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:



Lisa Nanfra
Research Director
408-884-8560
lnanfra@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