



Organized Providers

IDNs: Evaluation of Pharmaceutical Manufacturer Programs and Support Offerings

Manufacturer-sponsored support programs and resources—when relevant and impactful—can spark stronger collaboration and drive 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: Leading pharmaceutical firms in IDN programs & resource engagement are often providing tangible solutions to real problems in patient care and/or support that directly ties to IDNs' quality, population health, and cost management goals.

Pfizer, Novo Nordisk, and J&J Innovative Medicine Among Leaders in Most Valuable Resource Offerings for IDNs

IDN executives were asked to consider and nominate a manufacturer-sponsored program or resource offering that has provided the most value across eleven broad, high priority disease areas. Pfizer receives the greatest number of "most valuable" program/resource

TOP 10 MANUFACTURERS RECEIVING MOST VALUABLE PROGRAM/RESOURCE OFFERING NOMINATIONS



38 Additional Nominations Provided in the Complete Report

nominations, followed closely Novo Nordisk, J&J Innovative Medicine, and AbbVie.

Nominations were most often provided for patient-centered resources supporting diabetes/obesity, oncology, airway diseases, and behavioral health. Pfizer in particular is noted for its commitment to improving population health through

partnerships in key therapeutic areas. The complete report provides the full listing of 120 nominations received for 29 pharmaceutical firms across 11 disease states.

Benchmarking 25+ Manufacturers in IDN Programs/ Resource Engagement

For a listing of 25+ companies active in IDN engagement, HIRC reviews the programs/resource 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

Access, Reimbursement, & Copay Support	Bristol Myers Squibb, Vertex, CSL Behring, GSK
Patient/Caregiver Education	Bristol Myers Squibb, Pfizer, Novartis, GSK, Regeneron, Organon
Data Analytics/Insights	Gilead, Sanofi, Amgen, Alnylam, CSL Behring, AstraZeneca
Population Health Management Support	Boehringer Ingelheim, Indivior, Sanofi, Amgen, J&J Innovative Medicine, Sanofi Vaccines, Pfizer

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

Program engagement benchmarks span the following 8 program types and 11 broad therapeutic areas:

Therapeutic Areas Covered:

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

Program/Resource Types Covered:

- Access, Reimbursement, & Copay 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/August, 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.

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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