

MARKET ACCESS

Customer Relationships with Managed Care Organizations

Customer Relationships with Managed Care Organizations benchmarks company performance against competitors on competencies and attributes that promote stronger customer relationships.

- How do relationships with pharmacy and medical directors compare to competitor relationships?
- Which company competencies and account executive attributes will promote development of stronger relationships?
- What are your strengths, weaknesses, and opportunities for improvement?

Use **Customer Relationships with Managed Care Organizations** to:

- Evaluate and develop customer engagement strategies
- Identify relationship weaknesses and opportunities for improvement
- Identify opportunities to differentiate company from competitors

Relationships with Pharmacy Directors May	<ul style="list-style-type: none"> • Market events with potential to change company relationships with pharmacy directors • Pharmacy director perceptions of relationships with individual companies • Best practices in pharmacy director relationships • Benchmarking of company on four cornerstones and 20 attributes of strong relationships • Benchmarking of company on six secondary indicators of relationship status • Individual company nominations for best company, account executive, and programs and services • Individual company strengths, weaknesses, and recommendations
Relationships with Medical Directors September	<ul style="list-style-type: none"> • Market events with potential to change company relationships with medical directors • Medical director perceptions of relationships with individual companies • Best practices in medical director relationships • Benchmarking of company on four cornerstones and 15 attributes of strong relationships • Benchmarking of company on six secondary indicators of relationship status • Individual company nominations for best company, account executive, and programs and services • Individual company strengths, weaknesses, and recommendations
Company Relationships with MCOs: Year-End Review November	<ul style="list-style-type: none"> • Executive-level summary of company performance among pharmacy and medical directors • Company performance categories: Best in Class, On Course, Progressive, Formulary Focused, Clinically Focused, and Conservative • In-depth assessments of competitors across all relationship-building competencies

This product may also include relevant market alerts, real-time assessments of recent changes, or market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.