

PerformanceEdge™

Market Access Customer Relationships

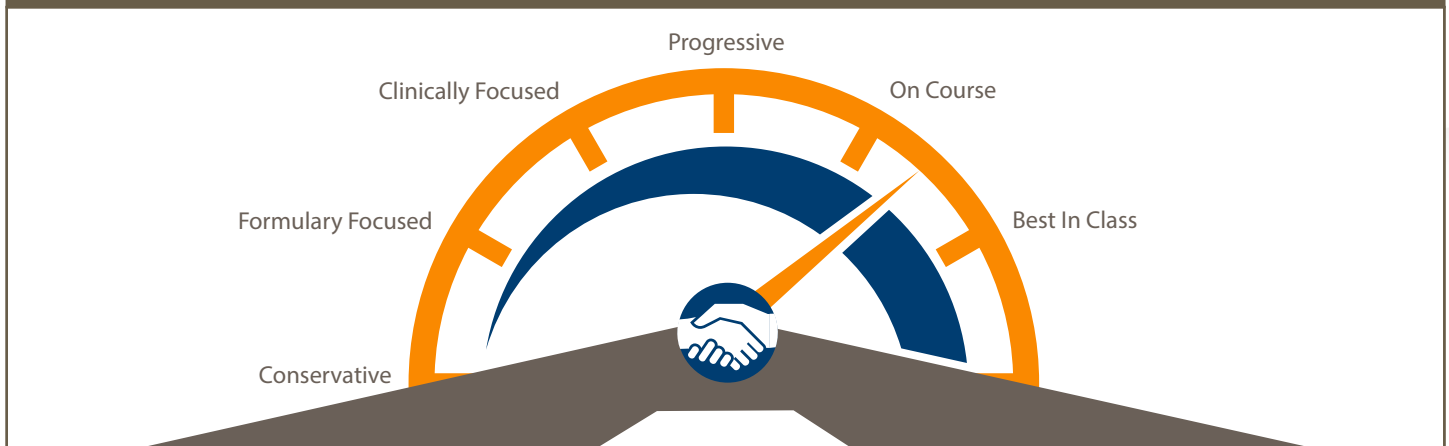
Managed Care Organization Channel

Market Access Customer Relationships benchmarks your team's performance against competitors on the competencies and attributes that lead to stronger customer relationships.

Market Access Customer Relationships answers your questions so you can identify opportunities to improve.

- How do pharmacy and medical directors characterize their relationships with your team vs. competitors?
- Which company competencies and account manager attributes will help you strengthen your relationships in the future?
- What are your strengths, weaknesses, and opportunities for improvement?

Fine Tune Your Customer Relationships with MCO Pharmacy and Medical Directors











You can use Market Access Customer Relationships to:

- Evaluate** and develop account strategy
- Identify** gaps and opportunities for improvement
- Pinpoint** opportunities to differentiate from competitors
- Guide** coaching and training

<p>April 2019 Relationships with Pharmacy Directors</p>	<ul style="list-style-type: none"> ▪ Market events that will change company relationships with pharmacy directors ▪ Pharmacy directors' perceptions of company relationships ▪ Best practices in pharmacy director relationships ▪ Company benchmarks in four cornerstones and 20 attributes ▪ Company benchmarks in six secondary indicators ▪ Company nominations for best company, account manager, and program ▪ Company-specific strengths, weaknesses, and recommendations
<p>September 2019 Relationships with Medical Directors</p>	<ul style="list-style-type: none"> ▪ Market events that will change company relationships with medical directors ▪ Medical directors' perceptions of company relationships ▪ Best practices in medical director relationships ▪ Company benchmarks in four cornerstones and 15 attributes ▪ Company benchmarks in six secondary indicators ▪ Company nominations for best company, account manager, and program ▪ Company-specific strengths, weaknesses, and recommendations
<p>November 2019 Relationships with MCOs: Year-end Review</p>	<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 competitor assessment across all relationship-building competencies

Clients receive:

 On-call access to our subject matter experts for your inquiries	 Access to our client portal, customized for your organization
 Client-exclusive webinar	 Unlocked PowerPoint slides
 On-site and virtual presentations with research leaders	 Access to source data
 Opportunity for input into research topics covered within the service	 Specific recommendations for your organization

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