

## MARKET ACCESS

# Customer Relationships with IDNs

**Customer Relationships with IDNs** benchmarks company performance against competitors on competencies and attributes that promote stronger customer relationships.

- How do company relationships with pharmacy, C-suite, and medical directors compare to those of competitors?
- Which company competencies and account executive attributes will promote development of stronger relationships?
- What are the company's strengths, weaknesses, and opportunities for improvement?

Use **Customer Relationships with IDNs** to:

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

Relationships with IDN Pharmacy Directors April	<ul style="list-style-type: none"> <li>• Market events that impact company relationships with pharmacy directors</li> <li>• Pharmacy director perceptions of relationships with individual companies</li> <li>• Best practices in pharmacy director relationships</li> <li>• Benchmarking of company on four cornerstones and 20 attributes, along with six secondary indicators, of strong relationships</li> </ul>
Relationships with IDN C-Suite Executives July	<ul style="list-style-type: none"> <li>• Market events that impact company relationships with C-suite executives</li> <li>• C-suite executive perceptions of relationships with individual companies</li> <li>• Best practices in C-suite executive relationships</li> <li>• Benchmarking of company on four cornerstones and 12 attributes, along with four secondary indicators, of strong relationships</li> </ul>
Relationships with IDN Medical Directors September	<ul style="list-style-type: none"> <li>• Market events that impact company relationships with medical directors</li> <li>• Medical director perceptions of relationships with individual companies</li> <li>• Best practices in medical director relationships</li> <li>• Benchmarking of company on four cornerstones and 15 attributes, along with six secondary indicators, of strong relationships</li> </ul>
Company Relationships with IDNs: Year-End Review November	<ul style="list-style-type: none"> <li>• Executive-level summary of company performance across pharmacy, medical, and C-suite executives</li> <li>• Company performance categories: Best in Class, On Course, Progressive, Formulary Focused, Clinically Focused, and Conservative</li> <li>• In-depth assessments of competitors across all relationship-building competencies</li> </ul>

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