

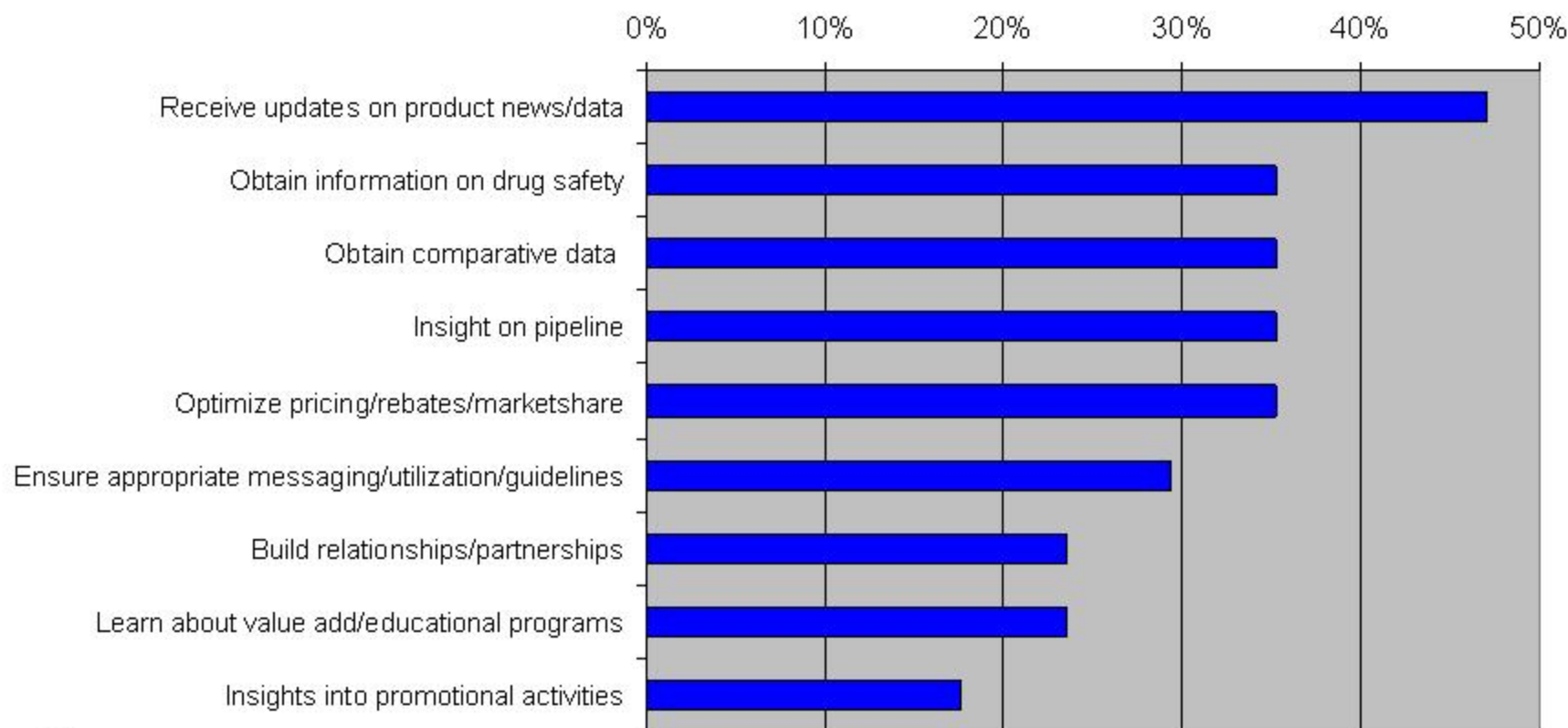
Key Findings:

- Managed care executives mostly value product specific information related to updates, safety, comparisons to other products in the category, pipeline information, and pricing when meeting with manufacturers

Managed Care Expectations from Account Management Visits

What are the top 3 things you look to achieve by meeting with manufacturer representatives?

(Open ended)



n=20

