

Special Report: Employer Market Activation

(October 2022)



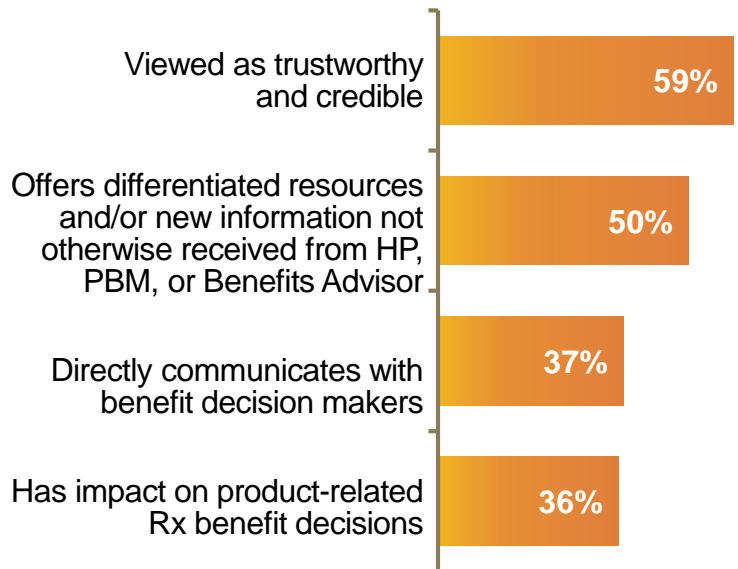
The *Special Report on Employer Market Activation* explores real-world examples of innovative health management strategies driven by employers and coalitions. This report also provides an in-depth examination of the influence of biopharmaceutical manufacturers in employee health management.

Report Topics:

- Activation Examples, including “Out-the-Box” or Disruptive Approaches
- Engagement with/and Trustworthiness of Healthcare Stakeholders
- Peer Influence on Health Management and Benefit Decisions
- Pain Points/Barriers to Medical and Pharmacy Benefit Activation
- Satisfaction with Biopharmaceutical Manufacturer Support, Areas of Partnership Opportunities, and Best Account Executive Awards
- Coalition Tiers and Targeting
- Implications for Biopharma Manufacturers

Overall Achievement of Manufacturer Results—Employers & Coalitions

(percentage agreeing)



n=264 Employer & Coalition Relationships

A purchase includes:

- » Unlimited organization-wide access
- » Executive summary, implications and recommendations for manufacturers
- » One live or WebEx presentation and electronic copies of presentations for internal use
- » Access to Benfield Research website including downloading of deliverables
- » Inquiry privileges with employer market experts

Contact [Sarah Daley](#) at 314-656-2384 for additional purchasing details.