



BENFIELD *Research* SYNDICATED SERVICES OVERVIEW: 2012

Service

Description

EMI Service

-  *Trends Report*
-  *Profiles Databases*
-  *Relationships Report*

The EMI annual service provides critical research and analysis on the increasingly influential purchaser segment. The service is a must-have for Manufacturer success in the employer market and those looking to better serve Managed Care customers.

[CLICK HERE](#) for more information

April, June, October

Special Report: *Healthcare Reform*

This dynamic report focuses on purchaser reactions to healthcare reform. This includes approach to provision of active, pre- and post-65 retiree healthcare benefits for 2011-2015 and beyond, predictions for employer-sponsored healthcare, implications of the Cadillac tax, state exchanges and pros and cons of employer-sponsored healthcare.

[CLICK HERE](#) for more information

July

Special Report: *Purchaser & Consumer Perspectives on Cost and Quality of Cancer Care*

The time is right to hear employers' perspectives and plans surrounding cancer-related programs and policies. Our unique virtual focus group methodology enables us to explore both complexity and nuance in ways that standard questions cannot. Insights derived from Benfield's Special Report on Cancer Care will inform and equip companies that manufacture and provide cancer care products and services to more effectively engage with employers and consumers.

[CLICK HERE](#) for more information

March

e-Learning Training Modules:

-  *Understanding Your Customers' Customer*
-  *Key Self-Insured Employer Market Trends*
-  *Role of Coalitions*

These online training modules prepare account executives with any degree of employer and coalition responsibilities with purchaser vocabulary and familiarize them with purchaser dynamics. Training consists of 3 modules. Each course is approximately 35 web pages and takes 30-40 minutes to complete. Modules conclude with a test of learning comprehension.

[CLICK HERE](#) for more information

***Please contact Stephanie Bauman at 314-968-0011 x 105 or stephanieb@benfield.com for a proposal and additional information.**

About us:

Benfield Research is the division of The Benfield Group responsible for syndicated research, reporting and client services.

The Benfield Group is a healthcare consulting firm that provides research, strategic planning and implementation support. Our experienced team of consultants helps pharmaceutical companies and other healthcare stakeholders develop and implement employer segment strategies.