

# 2022 EMI SYNDICATED RESEARCH OVERVIEW

Gallagher Research & Insights' syndicated Employer Market Intelligence (EMI) Service helps biopharmaceutical manufacturers, diagnostic and digital health firms understand the marketplace influence of employers and healthcare stakeholders. This includes the impact these purchasers have on medication and product access and their role in driving innovative solutions.

## 18 Years of Employer Market Intelligence Focused on:

» Jumbo Employers    » Employer Health Coalitions    » Employer Advisors

### EMI SERVICE DELIVERABLES

#### Employer & Coalition Profiles Databases *(Spring)*



Organization-level information on jumbo employers' and leading coalitions' benefit design, PBM & health plan vendors, demographics and willingness to innovate in a user-friendly Excel format.

#### Employer Market Trends Report *(Summer)*



Emerging and enduring employer market health and pharmacy management trends including topics such as biologics & biosimilars, exclusion lists, value-based purchasing and disease areas of focus.

#### Special Report: Employer Market Activation *(Fall)*



Real-world examples of breakout health management strategies driven by employers and coalitions. In-depth examination of the role and influence of biopharmaceutical manufacturers in employee health management.

The EMI Service equips clients to showcase their product value propositions through identification of outcomes that resonate with employers and coalitions. Report implications fuel strategy development, formulation of employer calls to action and program guidance.

Each deliverable is built around findings from comprehensive employer and coalition surveys and supplemental interviews with key stakeholders. Subscribers receive organization-wide access to reports, live presentations and consultant inquiry and data query privileges.

For 2022 pricing and multi-report discounts, email [Sarah Daley](#) or call 314-656-2384.

# Employer & Coalition Profiles Databases (March 2022)



The *Profiles Databases* includes details on 155 jumbo employers and 35 employer health coalitions. Data is collected directly from benefits decision makers and includes workforce demographics, health and pharmacy benefits, coverage decision making, and interest in manufacturer collaboration.

## Jumbo Employer Data

- Rx Benefit Design, including Use of Alternate Contracting Models
- Interest in Working with Biopharma
- Use of Copay Accumulator Adjustment Programs, Copay Maximizer Programs
- Biologics & Biosimilars Management
- Health Insurance Profiles
- PBM, SPM, Health Plan & EBC Vendors
- Top Priority Disease States
- Importance of Vaccines & Cancer Screenings
- Importance of Mental Health Resources, Depression & Anxiety
- Worksite-Based Health Clinic Offerings
- Use of Value-Based Benefit Design
- Workforce Demographics, such as Covered Lives, Average Age, Gender, Unionization & Tenure
- Top 3 Workforce Locations
- Segmentation Positioning for Targeting

## Employer Health Coalition Data

- Group Rx & Medical Benefit Purchasing
  - Approach to PBM Recommendations
  - Alternate Contracting Models
- Use of Data Warehouse to Collect and Integrate Benefits Data
- Top Coalition Priorities & Focus Areas
- Disease States of Importance for Member Support
- Services Offered to Members
- Quality & Value-Based Initiatives
- Interest in Working with Biopharma
- Disease States & Program Types of Interest for Manufacturer Support
- Number of Organizations & Covered Lives Represented
- Size of Employer Members

## A purchase includes:

- » Unlimited organization-wide access to Excel spreadsheets
- » WebEx demonstrations of Profiles Database tools
- » Hosting of Employer and Coalition Database online at [www.benfieldresearch.com](http://www.benfieldresearch.com)
- » Inquiry privileges with employer market experts including custom cuts of data

Contact [Sarah Daley](#) at 314-656-2384 for additional purchasing details or to request a database sample.

# Employer Market Trends Report (June 2022)

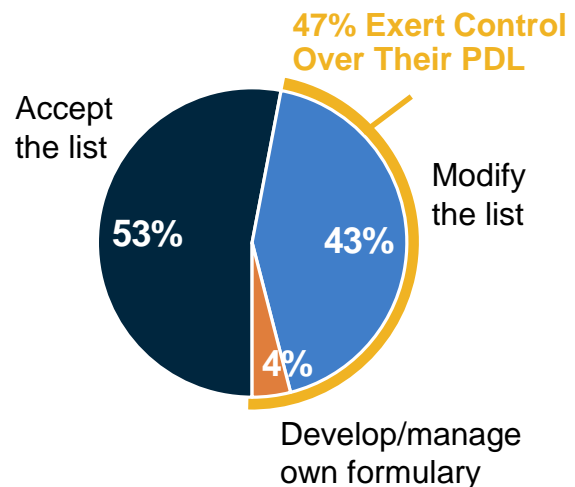


Entering its eighteenth year, the *Employer Market Trends Report* tracks, studies and predicts the activity of employer stakeholders and the workforce health management challenges they face. Research includes primary insights from 100+ jumbo employers and coalitions.

## Report Topics:

- Disease Priorities & Impact on Productivity
- Rx Benefit Design Trends, including Formulary & Exclusion List Approaches
- Copay Accumulator Adjustment & Maximizer Programs
- Pharmacy Purchasing Collectives
- Biologics & Biosimilars
- CDHPs, including HSA Rx Approach
- Worksite Health Clinics
- Coverage of Technology-Driven Solutions (digital health, telehealth, genomic testing, etc.)
- Value-Focused Healthcare Purchasing (e.g., ACOs, COEs, etc.)
- Employer Segmentation Model
- Coalition Group Purchasing
- Coalition's Market-Level Initiatives & Priorities
- Implications for Biopharma Manufacturers

## Employer Approach to the National PDL



n=97 Employers

## A purchase includes:

- » Unlimited organization-wide access to 100+ page report
- » Up to 15 hardcopies of report
- » 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.

# Special Report: Employer Market Activation

(October 2022)



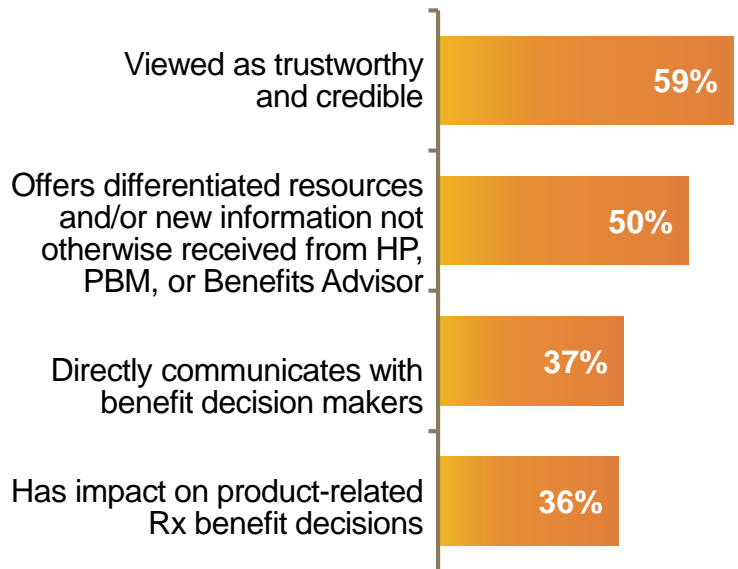
The *Special Report on Employer Market Activation* explores real-world examples of innovative health management strategies driven by employers and coalitions. This report also provides an in-depth examination of the influence of biopharmaceutical manufacturers in employee health management.

## 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

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