

# 2023 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.

## 19 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, formulary decisions, technology-driven solutions and disease areas of focus.

### Special Report: Employer Approaches to Healthcare Innovation *(Fall)*



Examination of employer approach to and adoption of innovative market solutions. Includes in-depth review of selection process, prioritization of issues to address, contract structures, and experience of employer leaders.

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, customized presentations and consultant inquiry and data query privileges.

For 2023 pricing and multi-report discounts, email [Sarah Daley](#) or call 314-656-2384.

# Employer & Coalition Profiles Databases (March 2023)



The *Profiles Databases* includes details on nearly 200 jumbo employers and employer health coalitions. Data is collected directly from benefits decision makers and includes workforce demographics, health and pharmacy benefits, decision making and priorities, and interest in manufacturer collaboration.

## 155 Jumbo Employer Profiles Include:

- Rx Benefit Design, including Use of Alternate Contracting Models
- Interest in Working with Biopharma
- Use of Copay Adjustment Programs & Alternative Funding Vendors
- Biologics & Biosimilars Management
- Health Insurance Profiles
- PBM, SPM, Health Plan & EBC Vendors
- Top Priority Disease States
- Importance of Vaccines, Cancer Screenings & Mental Health Resources
- 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

## 36 Employer Health Coalition Profiles Include:

- Group Rx & Medical Benefit Purchasing
  - Approach to PBM Recommendations
  - Alternative 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 2023)



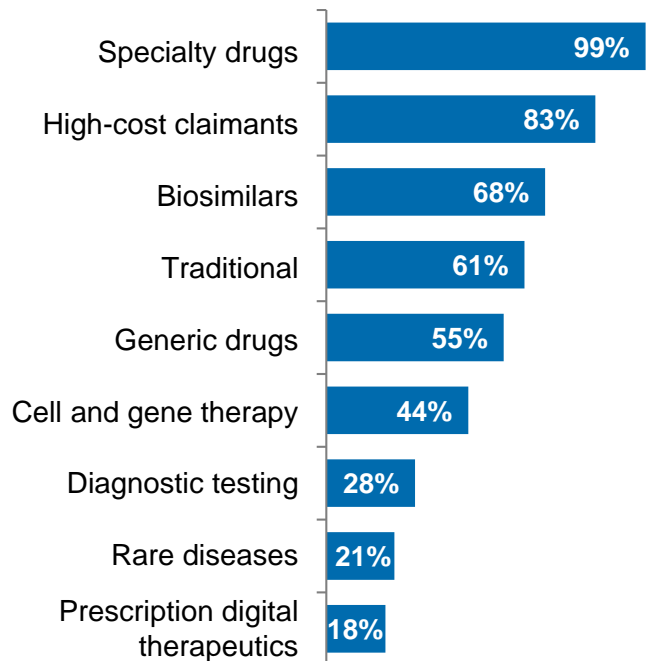
Entering its 19<sup>th</sup> year, the *Employer Market Trends Report* tracks, studies and predicts the activity of employer stakeholders and the workforce health management challenges they face. Research includes primary insights from 100+ jumbo employers and coalitions.

## Report Topics:

- Rx Benefit Design Trends, including Formulary Approaches and Specialty Rx
- Alternative Rx Contracting (pass-through, net-price, outcomes-based, etc.)
- Copay Adjustment Programs and Alternative Funding Vendors
- Biologics & Biosimilars
- Pharmacy Purchasing Collectives
- Disease Priorities and Rare Disease Approach
- Worksite Health Clinics
- Coverage of Technology-Driven Solutions and Use of Point Solutions
- Employer Segmentation Model
- Coalition Group Purchasing
- Coalition Initiatives & Priorities
- Implications for Biopharma, Digital Health and Diagnostic Companies

## Top Medication-Related Focus Areas

(percent ranking top 5)



n=109 Employers

Source: GRI, *Employer Market Trends*, 2023 (prelim)

## A purchase includes:

- » Unlimited organization-wide access to 100+ page 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 on Employer Approaches to Healthcare Innovation (November 2023)

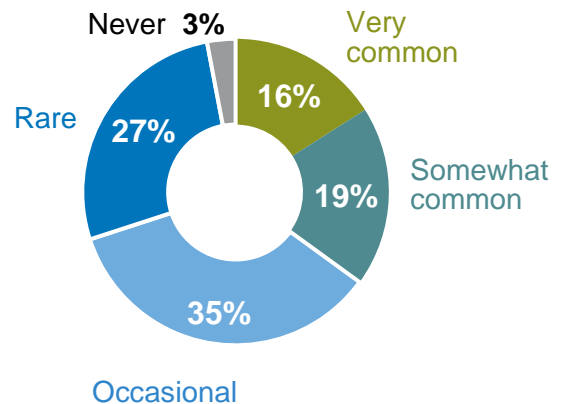


The *Special Report on Employer Approaches to Healthcare Innovation* offers insight into employers' emerging health management strategies, including **adoption of innovative health benefit solutions** that are shaking up the commercial healthcare market. The report features the ways leading employers—both early adopters and fast followers—are opting for focused resources that address workforce challenges and maximize the value of their spend.

## Report Topics:

- Top strategies employers are adopting or evaluating to: improve employee population health, control health benefit costs and increase the value of health benefits
- Employee sub-populations targeted based on demographics, disease states and risk factors
- Employer decision making related to point solutions, digital health, advanced primary care and other innovative solutions
  - Includes hurdles to adoption, key influencers, receptivity to change and use of data to identify priority focus areas
- Innovation in pharmacy plan management
- Assessment of outcomes, including “value of investment” or VOI factors
- Identification of the “Most Assertive Employers”
- Implications for healthcare innovator companies

## Frequency of Employers as Early Adopter of Innovative Health Management Solutions (self-identified)



n=77 Employers

Source: GRI, *Special Report on Employer Approaches to Healthcare Innovation*, 2023

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