

Special Report: Employer Market Activation

(December 2022)



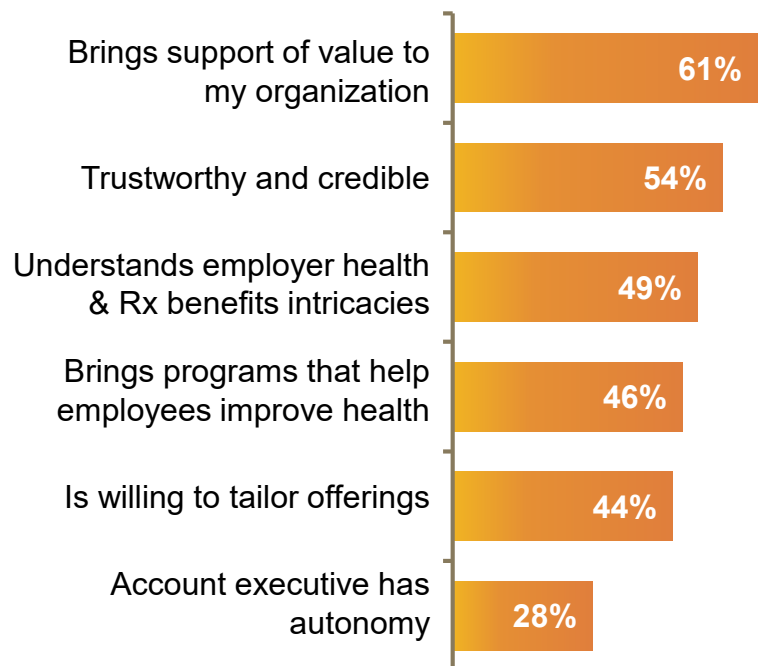
The *Special Report on Employer Market Activation* explores employer and coalition collaboration with healthcare stakeholders as they tackle health and pharmacy management priorities and challenges. This report also provides an in-depth examination of manufacturer engagement and outcomes in the employer market.

Report Topics:

- Employer & Coalition Engagement with and Trustworthiness of Healthcare Stakeholders
- Rx Topics of Interest for Information
- Peer Influence on Pharmacy Management and Benefit Design
- Medical Management of Specialty Medications
- Satisfaction with Biopharmaceutical Manufacturer Support, Collaboration Examples and Best Account Executive Awards
- Activation Examples, including “Out-the-Box” or Disruptive Approaches
- Implications for Biopharma Manufacturers

Demonstrated Attributes of Manufacturer Engagement—Employers & Coalitions

(percentage agreeing)



n=229 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.