

2024 EMI SYNDICATED RESEARCH OVERVIEW

Gallagher's 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.

20 Years of Employer Research 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 Management of High Cost Therapies *(Fall)*



Examination of employer strategies to proactively control spend attributed to expensive yet life-changing therapies. Includes assessment and approach to coverage for cell & gene therapies, rare disease treatment, oncology and more.

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.

Contact [Cristin Levine](#) at 314-656-2387 or visit benfieldresearch.com for more information.

Employer & Coalition Profiles Databases (March 2024)



The *Profiles Databases* includes details on nearly 200 jumbo employers and employer health coalitions in a user-friendly Excel format. 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.

150+ Jumbo Employer Profiles Include:

- Health & Rx Benefit Design, including Pharmacy Contracting Models
- Interest in Working with Biopharma
- Use of Copay Offset Programs & Alternative Funding Vendors
- Biologics & Biosimilars Management
- Health Insurance Profiles
- PBM, SPM, Health Plan & EBC & Point Solution Vendors
- Top Priority Disease States
- Importance of Preventive Care Resources
- Worksite-Based Health Clinic Offerings
- Workforce Demographics, such as Covered Lives, Average Age, Gender, Unionization & Tenure
- Top 3 Workforce Locations
- Segmentation Positioning for Targeting

30+ Employer Health Coalition Profiles Include:

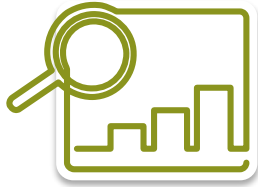
- Group Rx & Medical Benefit Purchasing
 - Approach to PBM Recommendations
 - Alternative Rx Contracting Models
- Use of Data Warehouse to Collect and Integrate Benefits Data
- Top Coalition Priorities & Focus Areas
- Disease States of Importance for Member Support
- Services Offered to Members
- Quality & 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
- » Inquiry privileges with employer market experts including custom cuts of data

Contact [Cristin Levine](#) at 314-656-2387 for additional purchasing details or to request a database sample.

Employer Market Trends Report (June 2024)



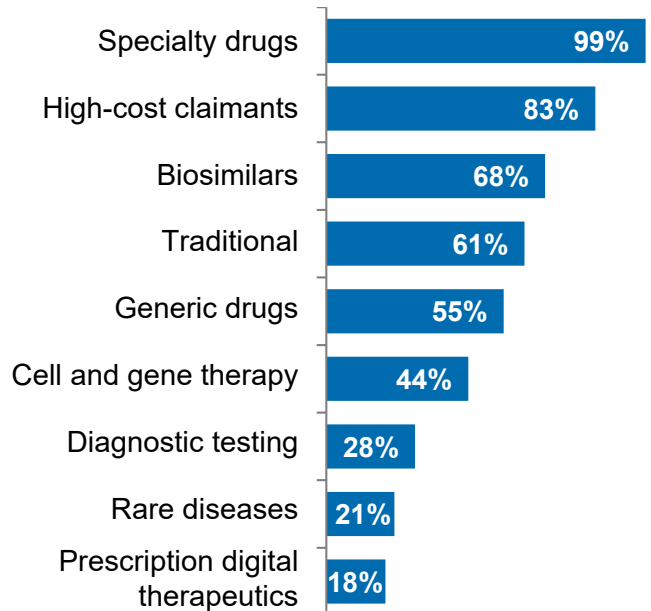
The *Employer Market Trends Report* has been tracking, studying and predicting the activity of employer stakeholders and the workforce health management challenges they face for 20 years. Research includes primary insights from 100+ jumbo employer benefits decision makers and coalition leaders.

Report Topics:

- Rx Benefit Design Trends, including Formulary Approaches and Specialty Rx
- Rare Disease Benefit Design and Management
- Copay Offset Programs and Alternative Funding Vendors
- Biologics & Biosimilars
- Pharmacy Purchasing Collectives
- Disease States of Importance, including Obesity & Mental Health
- 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: 2023 *Employer Market Trends Report*

A purchase includes:

- » Unlimited organization-wide access to 100+ page report
- » Executive summary, implications and recommendations for manufacturers
- » One customized presentation and electronic copies of presentation for internal use
- » Access to Benfield Research website including downloading of deliverables
- » Inquiry privileges with employer market experts

Contact [Cristin Levine](#) at 314-656-2387 for additional purchasing details.

Special Report on Employer Management of High Cost Therapies (October 2024)

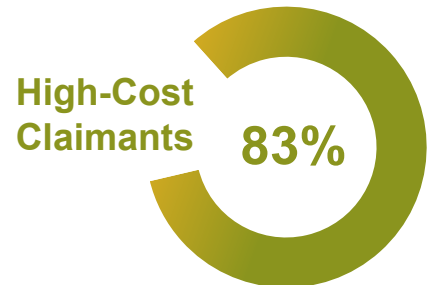


The *Special Report on Employer Management of High Cost Therapies* will examine employer readiness and strategies to proactively control spend attributed to expensive yet life-changing therapies. As fiduciary responsibility comes under the microscope, employers are challenged with maintaining affordable healthcare for all employees. Biopharmaceutical manufacturers can leverage this report to better understand employer decision making and plan design to effectively position their value proposition.

Report Topics:

- Influencers of benefit design and management strategies for high cost therapies
- PBM role and contracting dynamics
- Definition, identification and tracking of high cost therapy claims
- Value assessment, including ROI and VOI (value of investment)
- Approach to cell & gene therapy, rare diseases, oncology and related biomarker testing coverage and management strategies
- Familiarity and perspectives on payment models for high cost therapies
- Usage of Centers of Excellence
- Implications and opportunities for biopharmaceutical manufacturers

Top 5 Focus Area for Medication-Related Benefit Decisions:



n=109 Employers

Source: 2023 Employer Market Trends Report

A purchase includes:

- » Unlimited organization-wide access
- » Executive summary, implications and recommendations for manufacturers
- » One customized 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 [Cristin Levine](#) at 314-656-2387 for additional purchasing details.