

# Special Report: Employer-PBM Market Shifts

(October 2025)



The *Special Report on Employer-PBM Market Shifts* will identify how employer attitudes toward traditional PBM contracts are evolving and how leading-edge employers are driving change. Implications in the report will identify market access opportunities for biopharmaceutical, digital health and diagnostics manufacturers to protect/expand product access and leverage employers as allies in new pharmacy models.

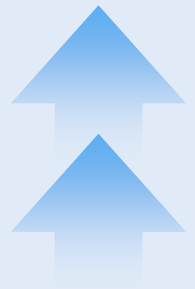
## Report Topics:

- Employer Views on PBM Practices (Formulary Management, Rebates, UM Services, etc.) that Impact Employee Treatments
  - Experiences with New Offerings in Most Recent PBM Contract Cycle
- Threshold for Change—Action or Inaction—Including Key Drivers & Hurdles
- Evolution of Pharmacy Benefit Design to Solve for PBM Challenges, Including Flexibility in Auditing Contracts, Adding Specialty Vendor Overlays, etc.
- Innovative Contract Arrangements (Direct Purchasing, Outcomes-based Models, etc.)
- Employer Views on PBM Regulatory Landscape & Influence of Fiduciary Lawsuits/Actions
- Alignment of Employer & Biopharma Interests With Respect to Pharmacy Benefit Decisions

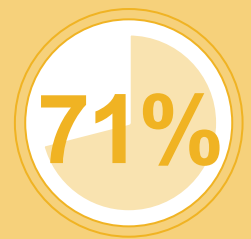
## 2024 Significant Shifts in Employer Pharmacy Management:

Use of non-traditional pharmacy contracts  
**(+13 pts)**

Exerting control over PBM's PDL **(+12 pts)**



7 in 10 are likely to add custom formulary changes within 3 years.



n=106 Employers

Source: 2024 *Employer Market Trends Report*.

## A purchase includes:

- » Unlimited organization-wide access to PDF report
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Contact [Cristin Levine](#) at 314-656-2387 for additional purchasing details.