

Employer Market Intelligence (EMI) Service

2026 Research Overview



Gallagher's syndicated Employer Market Intelligence (EMI) Service helps biopharmaceutical, diagnostic and digital health firms understand the marketplace influence of jumbo employers (5,000+ U.S. Employees) as healthcare purchasers. This includes their role in driving innovative solutions and the impact on medication and product access.

20+ Years of Employer Research Focused on:

- » Jumbo Employers
- » Employer Health Coalitions
- » Employer Advisors

EMI SERVICE DELIVERABLES

Employer & Coalition Profiles Databases *(Spring)*

Organization-level details on jumbo employers' and leading employer coalitions' benefit design, disease states of focus, GLP-1 coverage dynamics, vendor partnerships, workforce demographics and willingness to innovate.

Employer Market Trends Report *(Summer)*

Assessment of employer-market health and pharmacy management trends, including topics such as shifts in PBM use, GLP-1s for obesity, biologics & biosimilars, formulary decisions, tech-driven solutions and disease focus areas.

Special Report: Market Disruption & the Role of Advisors *(Fall)*

Examination of how employers are redefining benefits decision-making amid growing cost and innovation pressures, how benefits advisors are responding to employer needs and the resulting market access impact for manufacturers.

The EMI Service equips subscribers with the insights necessary to showcase their product value propositions in ways that resonate with employer and coalition decision makers. Report implications fuel strategy development and formulation of employer calls-to-action.

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 privileges.

Employer & Coalition Profiles Databases

(March 2026)

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.

160+ Jumbo Employer Profiles Include:

- Health & Rx Benefit Design, including Pharmacy Contracting Models
- GLP-1 for Obesity Coverage Criteria
- Lifestyle/Behavior Modification Programs to Lose Weight
- Point Solution Offerings
- Biologics & Biosimilars Management
- PBM, SPM, Health Plan & EBC Vendors
- Health Insurance Profiles
- Top Priority Disease States
- Importance of Preventive Care Resources
- Segmentation Positioning for Targeting
- Interest in Working with Manufacturers
- Worksite Health Clinic Offerings
- Workforce Demographics, such as Covered Lives, Average Age, Gender, Unionization, Tenure & Top 3 Workforce Locations

30+ Employer Coalition Profiles Include:

- Top Coalition Priorities & Focus Areas
- Group Rx & Medical Benefit Purchasing
 - Approach to PBM Recommendations
 - Alternative Rx Contracting Models
- Use of Data Warehouse to Collect and Integrate Benefits Data
- Disease States of Importance for Member Support
- Services Offered to Members
- Quality & Value-Based Initiatives
- Interest in Working with Manufacturers
- 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 2026)

The *Employer Market Trends Report* has been tracking and predicting the activity of employer stakeholders and the workforce health challenges they face for over two decades. Ongoing fiduciary pressures coupled with treatments innovations are catalysts for change. Understanding these dynamics is essential to preserving medication access and demonstrating value to support sustainable growth. Research includes primary insights from 100+ jumbo employer benefits decision makers and coalition leaders.

Report Topics:

- PBM Market Shifts & Rx Benefit Design Trends
- Formulary Approaches & Specialty Rx Management
- GLP-1s for Obesity: Management Approaches & Benefit Decision-Making
- Rare Disease Benefit Design & Management
- Biologics & Biosimilars
- Disease States of Importance
- Coverage of Technology-Driven Solutions & Use of Point Solutions
- Worksite Health Clinics
- Employer Segmentation Model
- Coalition Initiatives & Priorities
- Implications for Biopharma, Digital Health & Diagnostic Companies



37% Benefits committee delegated as fiduciary

51% Intensifying PBM procurement and RFP process

69% Leverage data to hold vendors accountable for outcomes

78% Likely to customize their formulary within 3 years

n=103 Employers

Source: 2025 *Employer Market Trends Report*.

A purchase includes:

- » Unlimited organization-wide access to PDF report (80+ pages)
- » Executive summary, implications and recommendations for manufacturers
- » One customized presentation and electronic copies of presentation for internal use
- » Access to website including downloading of deliverables
- » Inquiry privileges with employer market experts

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

Special Report: Market Disruption & the Role of Advisors

(October 2026)

The *Special Report on Employer Market Disruption & the Role of Advisors* examines how employers are redefining benefits decision-making amid year-over-year healthcare cost increases and a growing shift toward modular benefit design approaches. This research will have a particular focus on the role of benefits advisors (consultants and others), their degree of influence, sophistication in responding to market dynamics, and what informs their recommendations. We'll report on the effects of the evolving health and Rx ecosystem on market access for biopharmaceutical, digital health and diagnostics manufacturers.

Report Topics:

- Shifting Internal Benefit Dynamics
 - Increasing Use of Benefit Committees, Intensifying Fiduciary Oversight & Attraction/Retention Impact
- Employer Engagement with External Stakeholders Amid Market Disruption
- Use of Data to Inform Benefit Decisions
- The Evolving Role of Advisors
 - How They Influence Medical & Pharmacy Decisions
 - The Degree to Which Advisors Recommend and/or Validate Novel Solutions
 - Advisor Blind Spots, Employers' Frustrations & Unmet Needs
- Implications & Opportunities for Manufacturers

2025 Perspectives on Benefits Advisors (percent strongly agreeing)

My benefits advisor is a trusted partner



My benefits advisor offers novel solutions to address our unique needs



n=94 Employers

Source: 2025 EMI Special Report.

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