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 customizer their formulary within 3 years

n=103 Employers
Source: *2025 Employer Market Trends Report.*

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