

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.