

MARKET ACCESS

Employer Trends and Management Decisions

Employer Trends and Management Decisions provides insights on the evolving role of employers in the U.S. healthcare ecosystem, while assessing benefit, coverage, and access management strategies that large and jumbo employers utilize.

- How is the role of employers in access management evolving within the U.S. healthcare ecosystem?
- Which key external trends and stakeholders influence employer benefit coverage and access management decisions?
- Which therapeutic areas do employers target with management oversight, creating access opportunities and risks?
- What are the best opportunities for biopharmaceutical companies to increase direct engagement with employers?

Use **Employer Trends and Management Decisions** to:

- Assess employer benefit coverage and access management decisions
- Identify key external trends and stakeholders that influence employer decisions, assessing impact on brand access
- Identify current and future therapeutic areas where employers maintain significant oversight of and involvement in brand access management tactics
- Evaluate and develop direct-to-employer engagement strategies

Employer Management Decisions Landscape TBD	<ul style="list-style-type: none"> • Overview of key trends influencing employer decisions on healthcare coverage and access management strategies • Assessment of employer input and influence on aspects of health insurance offerings, including pharmacy and medical benefit designs and brand access management tactics • Current and future employer management priorities and tactics by therapeutic area
Engaging with Employers and Employee Benefit Consultants TBD	<ul style="list-style-type: none"> • Opportunities to support employers, along with strategies for direct-to-employer engagement • Evaluation of external influencers of employer healthcare coverage and access management decisions, including health plans/PBMs and employee benefit consultants • Profiles of leading employee benefit consultants, including information on current offerings, employer clients, level of influence over employer decisions, and opportunities for engagement

This product may also include relevant market alerts, real-time assessments of recent changes, or discussions of market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.