

NEW 2021

MARKET ACCESS

Leading Payer Account Trends

Leading Payer Account Trends provides insights on trends that influence key strategic activities, service offerings, drug access management, restrictions, and programs across the largest national health plans and PBMs.

- Which national health plans and PBMs have the greatest impact on a given company's business?
- How will leading payer accounts respond to the evolving healthcare landscape?
- What are the expected risks and opportunities for biopharmaceutical companies due to emerging payer trends?

Use **Leading Payer Account Trends** to:

- Assess healthcare trends affecting leading national health plans and PBMs to support development of business plans that optimize product access
- Gain in-depth understanding of emerging business practices at leading payer accounts
- Anticipate evolving business practices at leading payers

Landscape and Market Activities Among Leading Payer Accounts March	<ul style="list-style-type: none">• Identification of leading payer accounts and business mix• Analysis of the most significant environmental trends affecting leading payers• Assessment of and predictions regarding leading payer responses to the evolving healthcare landscape
Landscape and Market Activities Among Leading Payer Accounts: Update October	<ul style="list-style-type: none">• Midyear update on the most significant trends affecting leading payer accounts
Market Alerts As needed	<ul style="list-style-type: none">• Assessments of significant market events relating to leading accounts (e.g., merger/acquisition activity, new programs/benefit designs)

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.

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