

MARKET ACCESS

Regional Account Trends

Regional Account Trends provides insights on market trends that influence product access across leading regional and Blues plans.

- Who are the regional health plans, and what are their pharmacy and medical benefit management trends?
- How will regional health plans respond as the healthcare landscape evolves?
- What are the implications of these trends for pharmaceutical and biotech companies?

Use **Regional Account Trends** to:

- Assess healthcare trends affecting regional and Blues plans to support development of business plans that promote optimal product access
- Analyze performance trends across regional health plan customers, identifying pharmacy management strategies that offer greater opportunity to achieve optimal product access
- Assess key trends in the regional health plan market to support informational needs of senior management
- Evaluate ability of individual health plans to attract and expand enrollment and control utilization or brand selection

Regional Health Plan Trends and Strategic Implications March	<ul style="list-style-type: none"> • Changes in key pharmacy management trends that will influence regional health plan management of pharmacy and medical benefits • Update on overall consolidation, enrollment trends, business mix, strategic direction, and management approaches across regional and Blues plans • Identification of emerging strengths and weaknesses among regional organizations, along with evaluation of individual health plans' likelihood of operating successfully in specific regions
Regional Health Plan Trends and Strategic Implications: Update September	<ul style="list-style-type: none"> • Midyear update on the most significant trends impacting regional and Blues plans

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.