

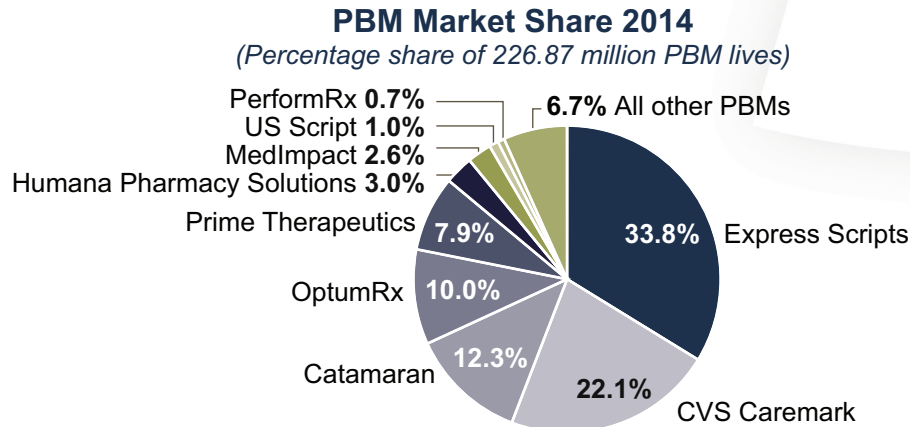
# Pharmacy Benefit Managers

**Pharmacy Benefit Managers** keeps pharmaceutical and biotech companies abreast of current and emerging trends and performance in the managed care marketplace, with an inside look at PBM activities and their likely impact.

**Pharmacy Benefit Managers answers your questions so you can develop strategies to help clients improve managed care payer access.**

- How do PBMs influence product utilization, formulary decisions, and distribution channels?
- How is the PBM competitive environment changing, and how are leading and emerging competitors differentiating themselves?
- How does PBM influence impact biopharmaceutical companies?

**PBM Services, Capabilities, and Contracts Change Each Year, Creating the Need to Regularly Monitor and Assess Your Company Strategy**



**Pharmaceutical and biotech managed markets executives and account management teams use Pharmacy Benefit Managers to:**

**Evaluate** the opportunities and risks involved in working (or not working) with targeted PBMs

**Determine** the impact of managed markets trends that create new opportunities or challenges when working with PBMs and their customers

**Identify** PBM programs and initiatives that support brand strategies and those with negative impact on brands

### February 2015 PBM Trends and Strategic Implications

*Addresses these key questions:*

- Who are the leading and emerging PBMs in the industry?
- How do PBMs influence product utilization, formulary decisions, and preferred distribution channels?
- What are the current and emerging trends in the PBM industry?
- How do PBMs' evolving business models impact company strategies?

### June 2015 Profiles of Leading PBMs

*Addresses these key questions:*

- Who are the leading and emerging PBMs, and what are their enrollment trends?
- What are the strengths and weaknesses of each organization?
- Which new products and services are leading PBMs offering to drive change in the industry?

### September 2015 PBM Programs and Initiatives

*Addresses these key questions:*

- What types of programs and initiatives are PBMs providing for customers?
- How do programs and initiatives vary among leading PBMs?
- How do clients utilize PBM programs and initiatives?
- How are PBM programs and initiatives evolving to meet changing client and market needs?

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