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

#### PBM Market Share 2014

*Percentage share of 226.87 million PBM lives*

- Express Scripts: 33.8%
- CVS Caremark: 22.1%
- Prime Therapeutics: 12.3%
- OptumRx: 10.0%
- Catamaran: 7.9%
- Humana Pharmacy Solutions: 6.7%
- MedImpact: 5.0%
- US Script: 4.0%
- PerformRx: 3.0%
- All other PBMs: 6.7%

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
Research Agenda 2015

Pharmacy Benefit Managers

February 2015
PBM Trends and Strategic Implications

Addresses these key questions:

- Who are the leading and emerging PBM in the industry?
- How do PBM influence product utilization, formulary decisions, and preferred distribution channels?
- What are the current and emerging trends in the PBM industry?
- How do PBM’s 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?

Clients receive:

- On-call access to our research leaders for your inquiries
- Onsite presentations and working sessions
- Access to our website, customized for your organization
- Multiple syndicated research studies delivered throughout the year in print and electronic format