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 the structure of PBM contracts with health plans and employers affect pharmaceutical and biotech companies?

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
Prioritize and allocate resources to proactively monitor or respond to emerging changes in the healthcare environment
## Research Agenda 2014

### February 2014
**PBM Industry Trends**
*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?

### May 2014
**PBM Channel Strategy: Retail, Mail, & Specialty**
*Addresses these key questions:*
- How do PBMs promote retail, mail, and specialty channels?
- How do retail, mail, and specialty channels influence product utilization?
- Which therapeutic areas are subject to active interventions through retail, mail, and specialty channel strategies?
- How do PBM retail, mail, and specialty channel interventions impact future company strategies?

### August 2014
**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?

### October 2014
**PBM Contracting Strategies**
*Addresses these key questions:*
- How do PBMs structure contracts with clients?
- What terms and conditions are considered in PBM contracts for value-added services?
- How are mutual clinical and financial objectives negotiated in contracts?
- How do PBM contracting strategies impact pharmaceutical and biotech companies?

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