

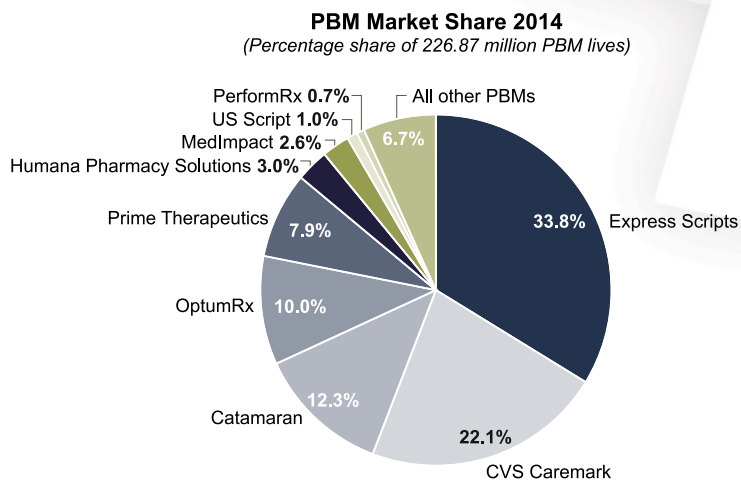
# Pharmacy Benefit Managers

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

**Prioritize** and allocate resources to proactively monitor or respond to emerging changes in the healthcare environment

# Research Agenda 2014

## Pharmacy Benefit Managers

### 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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