

AM Intelligence

Access Market Intelligence

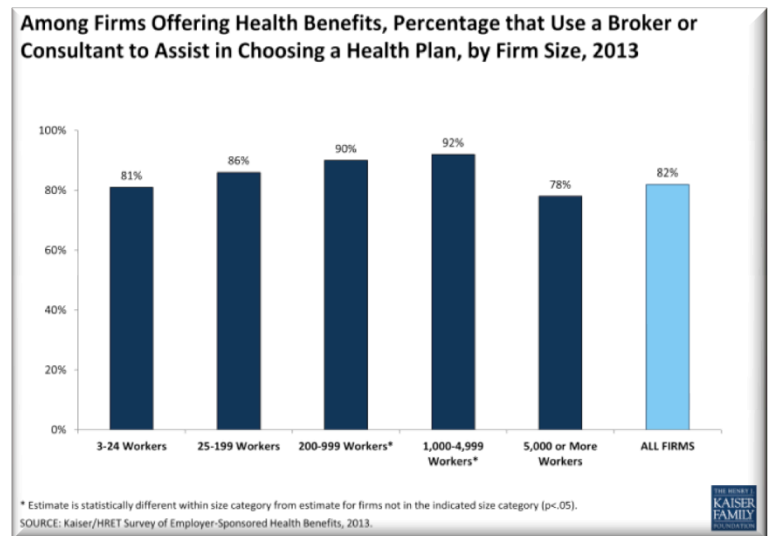
Syndicated Report - Prospectus

Access Market Intelligence's market study, **Brokers and Benefit Consultants Insights**, is a comprehensive evaluation and analysis of the health insurance market from the perspective of the people who drive employers' benefit designs – their professional advisors.



Brokers and Benefit Consultants Insights provides survey results on the current commercial market environment as well as providing insight into Health Reform's impact on commercial benefit design in 2016-2018.

This research provides independent feedback that helps our clients know what design decision makers think, and what they are planning, by capturing broker and benefit consultant views and insights on emerging trends in health and drug benefit design.



Research methodology is based on both primary and secondary research. We conduct primary research via in-depth interviews with key Brokers/EBCs across the United States. Our findings are integrated with material from secondary sources including our proprietary Employer database, trade journal articles, industry news and publications, company data sheets and published information, and statistical data from government agencies and trade associations. Here's a look at **Brokers and Benefit Consultants Insights** content:

Brokers and Benefit Consultants Insights

Content Overview

- Profiles for 250 large employers
 - Workforce size/industry, Contact information, Advisor/EBC relationships, health plans, PBMs
- Profiles for leading Employer Health Coalitions
 - Contact Information, group purchasing activities, programs
- Evaluation of the employer market, including analysis of the key drivers and trends and employers' role and decision-making priorities
- Employer segmentation and analysis
- Key Findings of Interviews with Brokers and EBCs



Client-Driven Topic Areas

- Medical versus pharmacy benefit design and programs
- Public or Private Health Insurance Exchanges
- Consumer affordability to purchase/pay for medications (Tier strategies)
- High Deductible Health Plans
- Use of Generics
- Coinsurance/Copay
- Disease States/Conditions
- Specialty Pharmaceuticals
- Manufacturer Relationships/Support
- Challenges/Opportunities

Subscriber Use Examples

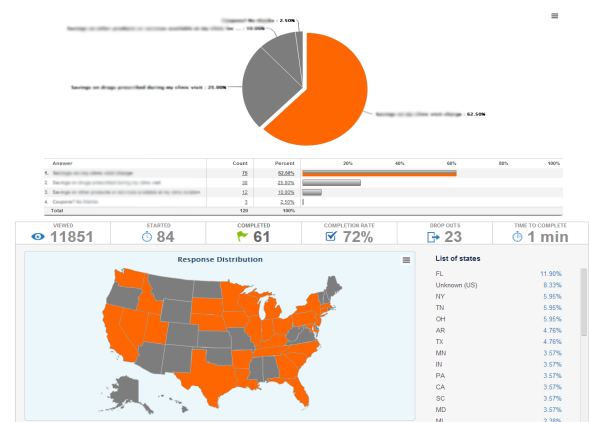
- Develop an understanding of the Brokers/EBC market
- Gain insight into changing employer/commercial Benefit Design
- Track emerging commercial insurance market trends
- Develop more effective market access tactics based on your value proposition
- Monitor Health Care Reform driven market changes
- Influence the Broker/EBC client relationship
- Identify targets and contacts for Employers and Coalitions
- Cultivate relationships to develop pilot programs
- Develop a more effective market access strategic plan'



We asked advisers:

Consumers' ability to pay prescription drug copays is changing. Tiered benefit designs are accelerating the change. How much influence do you have on the prescription drug benefit?

They responded:



For Illustration Purpose Only

Access Market Intelligence draws on our proprietary catalogue of more than:

- **1,200 health plans**
- Deployed by **hundreds of the country's largest employers**
- Coverage provisions database that covers approximately **95,000 self-funded employers** and **25 million employees** and family members – over 1/10th (one-tenth) of the U.S. working age population.

2015 Report Publishing Schedule

- *April 2015 – inaugural report*
- *July - mid-year report*
- *October – 2015 adjustments and early 2016 trends*
- *January – Annual with 2015 recap and 2016 futurescape*

Pricing Options for the Brokers and Benefit Consultants Insights

Annual Subscription - \$35,000

- Your annual subscription offers premier access to our research findings in print and digital format.
- Subscribers to our annual publication, with three quarterly updates, can order one research topic for our next quarterly survey.
- Annual clients also receive ongoing customer support, including one on-site or two web-based briefings by our senior consultant(s).

Quarterly Report - \$12,000

- Individual report purchase offers you access to research findings in print or digital format. Purchasers receive customer support for 30 days.
- Individual report purchasers may request a web-based briefing by our senior consultant(s) conducted at your site for an additional fee.

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