



PHARMACEUTICAL
INSTITUTE

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Employers e-Course Overview:

This course takes you through the evolution and current market landscape for employer-sponsored health insurance in the US. It explores challenges to the viability of this system posed by escalating costs. The course then provides an overview of the benefit design process, including the influence of stakeholders such as pharmacy benefit managers, brokers, and consultants. The course goes on to examine innovative approaches to benefit design that employers are adopting in order to bring healthcare expenditures under control. Finally, the course examines ways in which pharmaceutical manufacturers can leverage their understanding of the current market environment to build stronger relationships with employers.

After completing this course, participants will be able to:

- Understand the origins of employer-sponsored insurance
- Explain the current market environment for employer-sponsored insurance
- Enumerate key employer tactics for addressing challenges related to health insurance cost
- Discuss tactics that pharmaceutical manufacturers can use to build strong relationships with employers

For more information, please visit us online at www.pharmainstitute.com or call us at (919) 844-5650.