

A DIRECT LINE TO HEALTHCARE'S MOST POWERFUL AND ELUSIVE AUDIENCE

The **Pulse of the Purchaser Research Institute** offers direct, on-demand access to employer leaders whose decisions drive over \$850 billion in annual healthcare spending. Backed by the National Alliance of Healthcare Purchaser Coalitions, this expertly managed panel delivers real-world feedback to inform benefits design, product launches and policy strategy.

What Makes Us Different

- **High-Value, Hard-to-Reach Audience:** Pre-screened panelists from National Alliance member coalitions who collectively represent 90+ million covered lives
- **Rapid Turnaround:** Tailored projects with faster delivery than traditional market research
- **Versatile Formats:** From surveys and focus groups to advisory boards and networking events
- **Expert Practitioners:** Anonymized insights from seasoned decision-makers with healthcare expertise

How Partners Use the Institute

Organizations from biopharma to wellness platforms use the Institute to validate breakthrough treatments, test new benefit models and explore implementation challenges.

- **Market Insights and Trends Spotting:** Focused analyses on timely topics to anticipate shifts and benchmark strategies
- **Custom Research:** Custom qualitative and quantitative research from rapid pulse checks to longitudinal studies that inform strategy and refine messaging
- **Advisory Boards:** Structured dialogue with employer leaders to pressure-test ideas
- **Thought Leadership and Amplification:** Authentic employer voices for events, media and branded content

Tap Into:

- Pre-screened expert panelists
- Flexible data collection and engagement methodologies
- Custom activation plans based on your needs
- Advisory support to maximize your effectiveness

PPRI makes it easy to include employers in any healthcare conversation

Visit www.pulseofthepurchaser.org

Reach us at info@pulseofthepurchaser.org

“We’re not just buying benefits. We’re shaping the well-being of entire communities.”

Carole Mendoza, Board Chair
Midwest Business Group on Health