

# Sales Team Outreach Emails

Subject: Strategies to Address Caregiver Needs

Hello, [FirstName].

COVID-era childcare government funding recently expired, impacting thousands of daycare centers and millions of children and their families. This has a direct impact on employees and has the potential to drive caregivers, mostly women, out of the workforce to stay home and care for their families. How is [Company] managing this?

At our company, we realize the magnitude of these issues, and how they can impact your people and business. We are helping our clients develop impactful strategies to identify opportunities, deliver support and improve health outcomes of members throughout childbearing years and all stages of caregiving.

Our company has a specialized vertical of expertise that focuses on Caregiving to ensure that employers are able to meet the needs of their diverse employee population. Our Caregiving team is focused on providing benefits to support caregivers, including babies, children, aging loved ones, self, and even pets, as we know this is another crisis that is impacting many employees within the workforce.

Our clients are interested in learning about backup care, concierge care, onsite childcare centers, nearsite options, subsidies, and ultimately helping solve for access, cost, and quality issues.

There is so much going on in the market right now in the area of Caregiving. We would love to find some time to discuss this topic in more detail with you.

Can you let us know your availability for a call?

Regards,

# Sales Team Outreach Emails

Subject: The Disruptions of Price and Rebate Reductions

Dear [FirstName],

Due to American Resue Plan Act (ARPA) legislation taking effect in 2024, some Insulin Drug Manufacturers have announced drastic reductions in their list prices. However, before plan sponsors announce large “savings” to finance, we encourage employers to fully understand the impacts of these changes.

On the surface, a reduced price tag for insulin may appear to be positive for employer-sponsored plans. Yet, if not navigated properly, this change has the potential to result in negative financial impact to a plan due to the complicated nature of pharmacy contracts.

**Insulin is a highly competitive and significantly rebated therapeutic category.** The announced price reductions (up to 80% off list price) are expected to result in a corresponding reduction to rebates.

Rebate reductions of this magnitude may trigger some PBMs to re-underwrite contractual rebate guarantees, to make up for lost revenue in the shift from high list price/high rebate to low list price/low rebate.

## What can a plan sponsor do?

Our company is partnering with clients like [Company] and PBMs to mitigate the negative impact of reduced rebates by:

- Negotiating clearer and more detailed language in contracts that protects plan sponsors
- Accounting for the shift in price/rebate in creative ways with PBMs, with a goal of keeping cost impact net neutral to the plan
- Helping clients navigate newly provided PBM formularies that maintain high list price/high rebate strategies

We are uniquely positioned to help navigate this rapidly developing sector of healthcare and we have the resources to help.

Are you available for a call to discuss how [Company] is preparing for these changes?

Regards,