

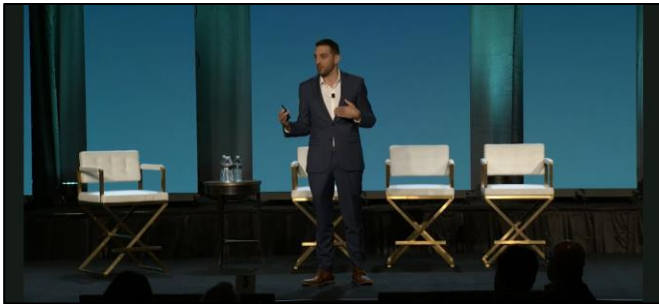
# Elevate 2024

## Video Library



ICHRA: Risk to group retention or growth opportunity? You be the judge

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Value Prop Workshops: A year of finding your differentiation

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Your Complete Consultant Engagement Strategy

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Pharmacy hot topics: Helping you better understand and navigate a complex ecosystem

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# Elevate 2024

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Spotlight on pharma: Pipelines and pricing strategies

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Pressures and opportunities shaping the new pharmacy network landscape

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First hand insights: Consultant panel and Q&A session

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# Elevate 2023

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### Creating a Winning Solution Portfolio

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### Bacon and EGWP

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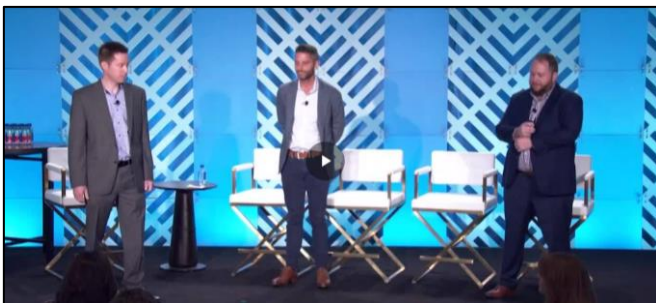
### Follow the leader

<b>\$926</b> Ozempic (semaglutide)	<b>\$1,023</b> Mounjaro (tirzepatide)	<b>\$1,349</b> Wegovy (semaglutide)	<b>\$TBD</b> Tirzepatide
GLP-1 FOR TYPE 2 DM	GLP/GLP-1 FOR TYPE 2 DM	GLP-1 FOR WEIGHT LOSS	GLP/GLP-1 FOR WEIGHT LOSS
Once weekly injection	Once weekly injection	Once weekly injection	Once weekly injection

The thumbnail shows a table with four columns, each representing a different medication. The first column is for Ozempic (semaglutide) with a price of \$926, used for GLP-1 for Type 2 DM. The second column is for Mounjaro (tirzepatide) with a price of \$1,023, used for GLP/GLP-1 for Type 2 DM. The third column is for Wegovy (semaglutide) with a price of \$1,349, used for GLP-1 for weight loss. The fourth column is for Tirzepatide with a price of \$TBD, used for GLP/GLP-1 for weight loss. All medications are administered as once weekly injections.

### Rebate Strategy in a Changing Environment: AMP Cap and Biosimilars

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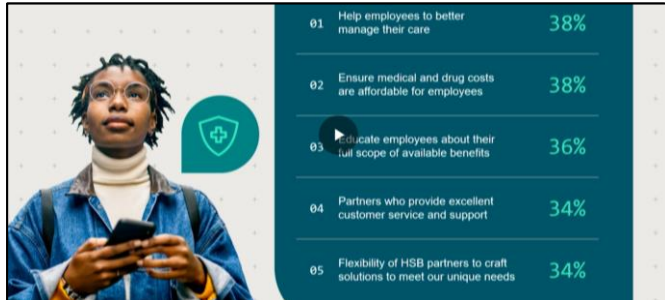


### Dissecting Coalition Economics

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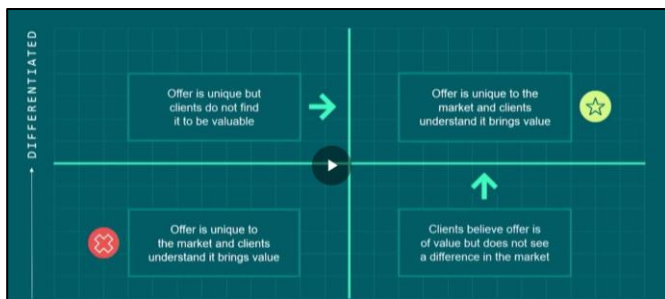
### Insights to Drive Your Sales Strategy

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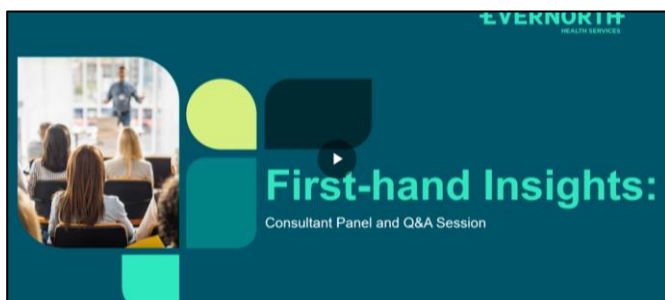
### Trending Topics in Pharmacy

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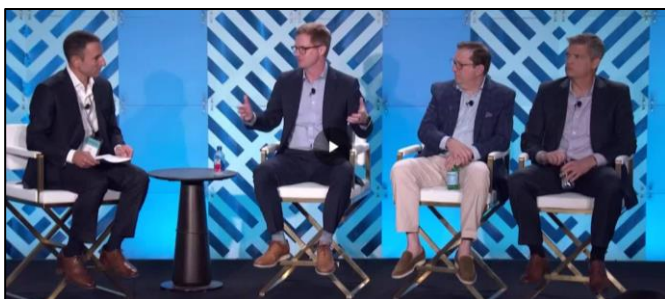
### Uncovering Your Differentiation

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### First-hand Insights: Consultant Panel and Q&A Session

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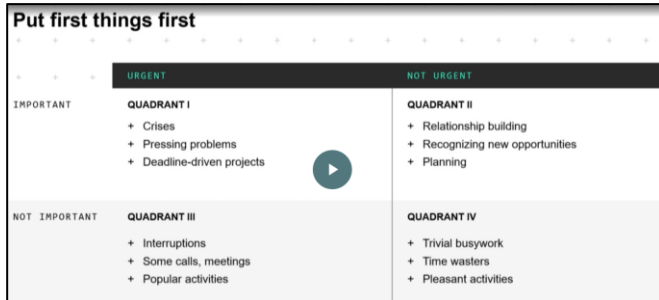
### First-hand Insights: Consultant Panel and Q&A Session

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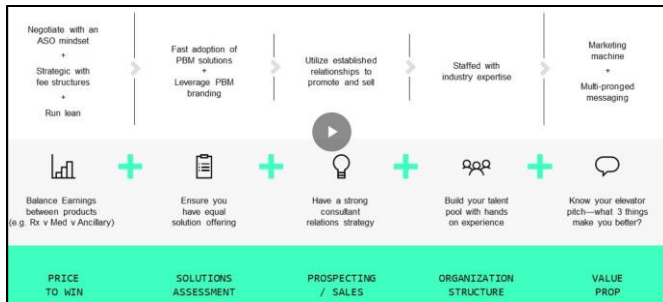
# Elevate 2022

## Video Library



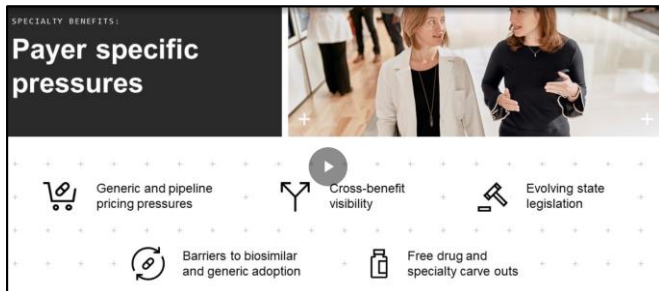
The foundation of your growth strategy: the Gap Analysis

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Breaking down and conquering pharmacy coalitions

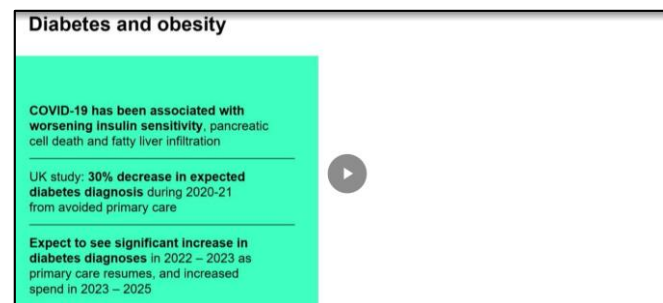
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Specialty market insights to formulate your strategy

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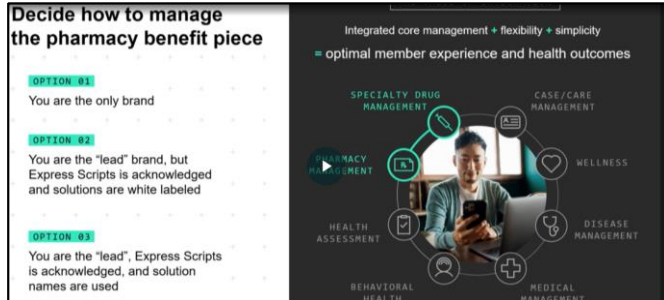


Understanding what's driving current healthcare trends

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# Elevate 2022

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Going beyond integration – differentiating your brand

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First-hand insights: Consultant Panel and Q&A session

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Market dynamics impacting drug pricing and what you can do about it

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# Elevate 2021

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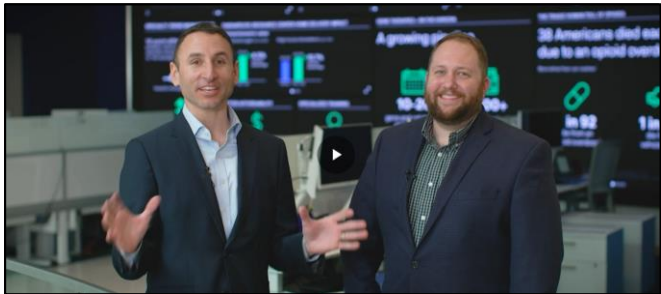
Setting the stage: how proactive consultant engagement leads to a better bid process

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Your solution offering: a key to your competitiveness

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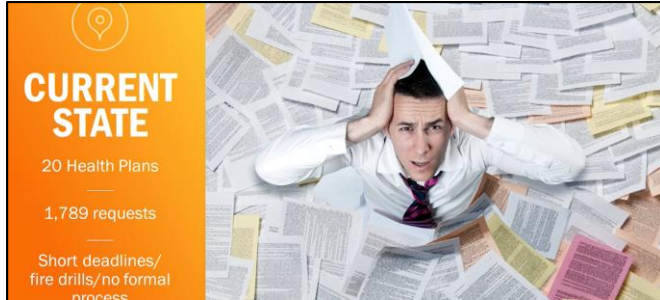


A conversation with PSG: what it takes to win in the commercial space

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# Elevate 2020

## Video Library



Getting you from chaos to zen: RFP best practices

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OPTIC #1 DURABLE MEDICAL EQUIPMENT / NON-COVERED DRUGS		
THE PROBLEM:	THE IMPACT:	WHAT TO LOOK FOR:
<p>Diabetic Supplies are being considered DME</p> <p>They do not meet the contractual definition of a "drug"</p> <p>Therefore considered a Non-Covered Drug</p>	<p>Excluded from financial guarantees</p> <p>Inflated rebate guarantees</p> <p>Margin retention that can be reinvested into the deal</p>	<p>Contractual definitions of DME, Covered Drug, etc.</p>

Dollars and sense: the evolution of pricing optics

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Matching perception to reality: building a winning pharmacy go-to-market team

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### Prospecting

- Start early
- Help them complete their "buying jobs"
- Don't sell – be a trusted advisor
- Don't just hit send – make content meaningful

Prospecting playbook

Un-leveling the playing field: utilizing simple strategic marketing

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# Elevate 2020

## Video Library



Reading between the lines: what brokers are really saying

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Elevate 2020: Live finale

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