

# Regional and Blues Health Plan Profiles

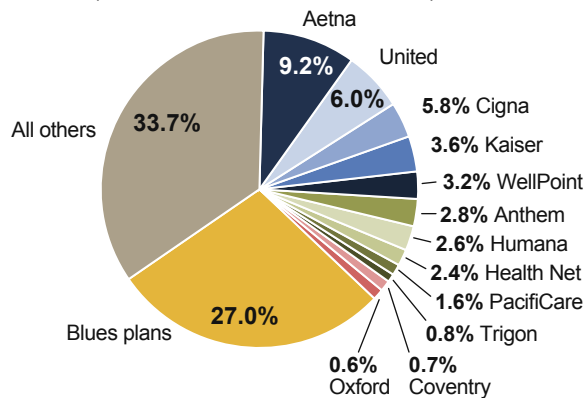
**Regional and Blues Health Plan Profiles** provides insight on the enrollment trends and business strategies of leading regional and Blues plans so you can develop business and account plans.

- Who are the leading regional and Blues plans, and what are their enrollment trends?
- What are the organizational structure, business mix, and strategic goals of each?
- How do the leading regional and Blues plans compare in terms of strengths and weaknesses?

## Leading Health Plans' Influence is Significant

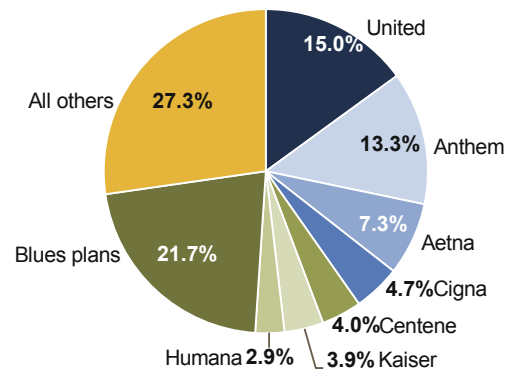
**Breakdown of U.S. Insured Lives, YE 1999**

(Total insured lives = 229,000,000)



**U.S. Insured Market, Year End 2017**

(Total insured lives = 303,600,000)



Note: Blues total enrollment does not include Anthem lives. Percentages only include U.S. lives.  
 Source: Census Bureau reports; company reports; Health Strategies Insights by EVERSANA estimates;  
 Health Strategies Insights by EVERSANA, Leading Health Plans and PBMs, April 2018.

## Pharmaceutical and biotech professionals use Health Plan Profiles to:

- Develop** business plans for the health plan segment
- Develop** account plans for regional and Blues health plans

### June 2019

#### Regional and Blues Health Plan Profiles

*Addresses these key questions:*

- Who are the leading health plans, and what are their enrollment trends?
- What are the strengths and weaknesses of each organization?
- Which health plans will survive and thrive?

### October 2019

#### Regional and Blues Health Plan Profiles

*Addresses these key questions:*

- Who are the leading health plans, and what are their enrollment trends?
- What are the strengths and weaknesses of each organization?
- Which health plans will survive and thrive?

### Clients receive:



On-call access to our research leaders for  
your inquiries



Access to our client portal, customized for  
your organization

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## 2019 Profile Targets

### Spring Delivery

- Anthem Blue Cross in CA
- Blue Cross and Blue Shield of Kansas
- Blue Cross and Blue Shield of Kansas City
- Blue Cross & Blue Shield of Mississippi
- Blue Cross & Blue Shield of Rhode Island
- Blue Cross of Idaho Health Service, Inc.
- Blue Cross Blue Shield of North Dakota
- BlueCross BlueShield of Western NY/BlueShield of Northeastern NY
- Dean Health Plan
- Geisinger Health Plan
- Group Health Cooperative
- Hawaii Medical Service Association
- Optima Health
- Presbyterian
- Scott & White Health Plan

### Fall Delivery

- Anthem Health Plans of Virginia
- Arkansas BCBS
- Blue Cross and Blue Shield of Nebraska
- BCBS Illinois - HCSC plan
- BCBS Montana - HCSC plan
- BCBS New Mexico - HCSC plan
- BCBS Oklahoma - HCSC plan
- BCBS Texas – HCSC plan
- Capital District Physicians' Health Plan, Inc.
- Community Insurance Company (Anthem in Ohio)
- Health Alliance Plan of Michigan
- Independent Health Association
- Moda Health
- PacificSource Health Plans
- University of Pittsburgh Medical Center

NOTE: Subject to change depending on respondent participation.