

## Need Individual (Non-group) Health membership & market share by *carrier and state*?

### Call 207.985.8484 to order NEW Individual Health Market Data

Individual (Non-group) health insurance is an important market for health plans. The Congressional Budget Office estimates that in 2019, approximately 24 million people will purchase their own coverage through Health Benefit Exchanges as an outcome of health reform.

Other factors, beyond reform, are also driving the sale of individual health policies. The bad economy and unemployment continue to shift laid-off workers into individual plans. Furthermore, consumers want greater portability with health coverage because changing jobs has become more common.

***Without a doubt, the Individual (Non-group) market is positioned for significant growth.***

Mark Farrah Associates has constructed a valuable tool to help you identify ***individual product penetration*** and ***insurer enrollment and market share by state.***

We've identified more than 30 million covered lives across Individual health lines including: Major medical; disease-specific; short-term; limited benefits; student coverage; and plans sold by trade associations & trusts.

#### 2008 – 2009 Data Sample

		2008	2009
PARENT COMPANY X	INDIV MAJOR MED LIVES	196,222	199,595
	INDIV SHORT TERM LIVES	33,852	30,176
	INDIV DISEASE	2,775	2,251
	INDIV LIMITED LIVES	1,185	704
	INDIV STUDENT LIVES	12,398	11,757
	MULT ASSN LIVES	83,874	78,232
	ASSN & TRUSTLIVES	461,797	431,282
	TOTAL LIVES	792,103	753,997

Files delivered in Microsoft Excel format with interactive tables for easy analysis. Data source is Mark Farrah Associates' Health Coverage Portal™ using analysis of data filed with the NAIC.

#### 2009 Individual Health Market Data

Membership & market share by parent, company, product line and state for insurers active in 2009.

**Price \$5,000**

#### 2008 - 2009 Individual Health Market Data

Membership & market share by parent, company, product line and state for insurers active in 2008 & 2009.

**Price \$9,000**

**Call 207.985.8484 to place your order**

Mark Farrah Associates...  
*Simplifying analysis of health insurance business.*

Mark Farrah Associates reserves the right to change this offer at any time.