

**Health Coverage Portal™** is a complete data solution for health insurance market analysis and competitive intelligence. *If you need county-level market share, add **County Health Coverage™** for the latest enrollment estimates by company.*

This powerful online database gives you 24/7 access to membership, market share and financials for every company with health insurance business nationwide. Analyze your market position, track competitor performance and evaluate business opportunities segment by segment: **Individual; Group Risk; Group ASO; Small Group; Medicare; Medicaid; supplemental & ancillary lines.**

Subscriptions include Medicare Business Online™, a user-friendly database of CMS-reported Medicare enrollment & market share. *If you also use plan benefit attributes and co-pays to analyze Senior Markets, add **Medicare Benefits Analyzer™**, a database that presents comparative, county-level data from the CMS Medicare Plan Finder Tool.*

Choose the complete, 50-state Portal, subscribe to a single state, or opt for a few states within a region. Subscription content is flexible. If you subscribe to a single state or only a few states, add **Health Plans USA™** for access to industry-wide company contacts, enrollment and revenues to track industry trends and analyze competitors beyond your core markets.

**Health Coverage Portal™** is consistently updated and refreshed to deliver the most current information available. Data scope is from 2006 to the current quarter.

***Simplifying analysis of health insurance business with ...***

- ★ Data-driven competitive intelligence for strategic planning and market analysis
- ★ State and county-level enrollment for companies providing Private, Medicare, Medicaid health coverage
- ★ Financial performance data powered by NAIC statutory financial statements (licensed NAIC data re-distributor)
- ★ Segment-level revenue & expenses, loss ratios, and underwriting gain or loss
- ★ Bottom line ... we provide unsurpassed analytic support and reliable data

## Query-driven Tables with Easy “Download to Excel”

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### Enrollment by Segment Parent View | [Plan View](#) | [Parent by State View](#) | [State View](#)

Period:   
 Parent:   
 State:   
 Source:   
 Company Focus:   
 Blues:

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Drag a column header and drop it here to group by that column. When sorting: first click = descending, 2nd click= ascending, 3rd click= no sorting.

| Period | Parent                          | Individual | Group     | FEHBP   | ASO        | Medicare  | Medicaid | Total Health Enrollment | Health Market Share | MedSupp | Dental    | Visi |
|--------|---------------------------------|------------|-----------|---------|------------|-----------|----------|-------------------------|---------------------|---------|-----------|------|
| 1Q18   | A1C HOLDINGS GRP                | 0          | 0         | 0       | 0          | 519       | 0        | 519                     | 0.00 %              | 0       | 0         |      |
| 1Q18   | ABBASZADEH DENTAL GRP           | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 0       | 488,370   |      |
| 1Q18   | ACCESS SENIOR HEALTH PLAN, INC. | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 0       | 0         |      |
| 1Q18   | ADVANTAGE CAPITAL GRP           | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 17,715  | 0         |      |
| 1Q18   | ADVANTAGE DENTAL PLAN INC       | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 0       | 916       |      |
| 1Q18   | ADVENTIST HEALTH PLAN, INC.     | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 0       | 0         |      |
| 1Q18   | AEGON US HOLDING GRP            | 0          | 4,252     | 0       | 0          | 0         | 0        | 4,252                   | 0.00 %              | 157,407 | 66,869    |      |
| 1Q18   | AETNA GRP                       | 112,340    | 3,323,429 | 131,909 | 13,736,993 | 1,456,146 | 978,381  | 19,739,198              | 7.38 %              | 660,903 | 4,930,067 |      |
| 1Q18   | AFLAC GRP                       | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 14,289  | 575,374   |      |
| 1Q18   | AHF GRP                         | 0          | 0         | 0       | 0          | 1,555     | 1,991    | 3,546                   | 0.00 %              | 0       | 0         |      |
| 1Q18   | AIDS HLTHCARE FOUND             | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 0       | 0         |      |
| 1Q18   | ALAMEDA ALLIANCE FOR HEALTH     | 0          | 0         | 0       | 0          | 0         | 267,494  | 267,494                 | 0.10 %              | 0       | 0         |      |
| 1Q18   | ALLCARE HLTH PLAN INC           | 0          | 0         | 0       | 0          | 2,501     | 0        | 2,501                   | 0.00 %              | 28      | 0         |      |
| 1Q18   | ALLIANT HLTH PLANS INC          | 41,939     | 10,401    | 0       | 0          | 0         | 0        | 52,340                  | 0.02 %              | 0       | 0         |      |
| 1Q18   | ALLIANZ INS GRP                 | 0          | 0         | 0       | 0          | 0         | 0        | 0                       | 0.00 %              | 123     | 0         |      |

- Query the database using tables with “drop-down select” filters
- Toggle between Parent View and Plan View
- Click on column headers to sort ascending – descending order
- Download to Excel

## Market Segment Detail and MLR Indicators

### Policies, Covered Lives, Groups and Member Months by Plan and State


| Item                              | Individual | Small Group | Large Group | Government | Other Business | Other Health | Uninsured Plans / Self-funded |
|-----------------------------------|------------|-------------|-------------|------------|----------------|--------------|-------------------------------|
| Number of certificates / policies | 59,578     | 156,539     | 165,870     | 89,197     | 63,997         | 220,824      | 863,925                       |
| Number of covered lives           | 87,337     | 297,034     | 318,648     | 89,218     | 64,590         | 393,405      | 1,728,346                     |
| Number of groups                  | 0          | 15,478      | 587         | 23         | 31             | 8,730        | 268                           |
| Member months                     | 1,028,534  | 3,609,465   | 3,851,800   | 1,033,600  | 785,483        | 4,475,945    | 20,608,835                    |

### Plan by Plan Revenue, Expenses, Preliminary MLRs & Other Financials

| Line | Item  | Individual            | Small Group           | Large Group             | Government            | Other Business        | Other Health          | Uninsured Plans / Self-funded | Total                   |
|------|---|-----------------------|-----------------------|-------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-------------------------|
| 2.2  | Prescription drugs  | 40,937,793.00         | 165,135,476.00        | 124,755,602.00          | 58,066,304.00         | 0.00                  | 27,163,019.00         | 0.00                          | 416,058,194.00          |
| 2.3  | Pharmaceutical rebates  | 2,549,663.00          | 12,895,835.00         | 9,742,472.00            | 2,206,007.00          | 92,662.00             | 1,254,916.00          | 0.00                          | 28,741,555.00           |
| 4    | Deductible fraud and abuse detection recovery expenses (MLR use only) | 233,572.00            | 682,667.00            | 628,161.00              | 290,078.00            | 57,047.00             | 103,859.00            | 4,262,028.00                  | 6,257,412.00            |
| 5    | <b>TOTAL INCURRED CLAIMS</b>  | <b>183,551,473.00</b> | <b>816,774,436.00</b> | <b>1,031,028,026.00</b> | <b>537,244,119.00</b> | <b>102,595,291.00</b> | <b>116,288,090.00</b> | <b>0.00</b>                   | <b>2,787,481,435.00</b> |
| 5.2  | Other adjustments due to MLR calculations - Claims                    | 0.00                  | 0.00                  | 0.00                    | -4,066,574.00         | 0.00                  | 0.00                  | 0.00                          | -4,066,574.00           |
| 5.7  | <b>NET INCURRED CLAIMS AFTER REINSURANCE</b>                          | <b>183,551,473.00</b> | <b>816,774,436.00</b> | <b>1,031,028,026.00</b> | <b>533,177,545.00</b> | <b>102,595,291.00</b> | <b>116,288,090.00</b> | <b>0.00</b>                   | <b>2,783,414,861.00</b> |
| 6.1  | Type A Expenses for health improvements other than Health Info Tech   | 1,536,441.00          | 14,969,172.00         | 17,870,665.00           | 1,145,241.00          | 106,909.00            | 671,504.00            | 15,555,885.00                 | 51,855,817.00           |
| 6.2  | Type B Health Info Tech expenses related to health improvement        | 403,461.00            | 4,931,141.00          | 3,444,700.00            | 614,049.00            | 270,781.00            | 218,892.00            | 5,179,965.00                  | 15,062,989.00           |
| 6.3  | <b>DEFINED EXPENSES INCURRED FOR IMPROVING HEALTH</b>                 | <b>1,939,902.00</b>   | <b>19,900,313.00</b>  | <b>21,315,365.00</b>    | <b>1,759,290.00</b>   | <b>377,690.00</b>     | <b>890,396.00</b>     | <b>20,735,850.00</b>          | <b>66,918,806.00</b>    |
| 7    | <b>PRELIM MLR (lines 4 + 5 + 6.3)/Line 1.8</b>                        | <b>0.77</b>           | <b>0.83</b>           | <b>0.91</b>             | <b>0.00</b>           | <b>0.00</b>           | <b>0.00</b>           | <b>0.00</b>                   | <b>0.00</b>             |

- Financials and enrollment detail from the Supplemental Health Care Exhibit (NAIC)
- Subscribers may compare data across *Parent Companies* and *Plans* or view *Detail* for a particular plan
- Same user-friendly web table design with easy-to-navigate tables
- Download to Excel

## Need More Data? Use "Pick and Click" Custom Spreadsheet Builder

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 [Data Dictionary](#) | 
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### ANNUAL AND QUARTERLY HEALTH STATEMENT DATA SELECTS

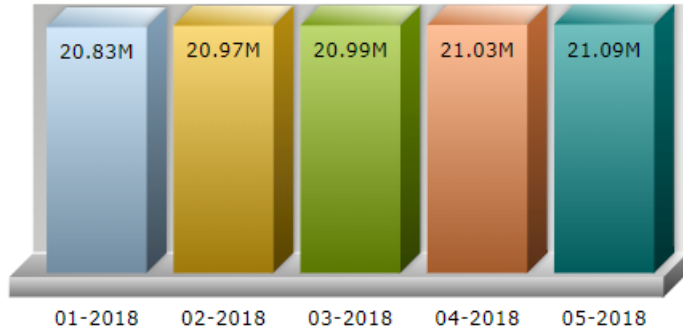
|  |   |   |   |   |
|--|---|---|---|---|
| <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Net Admitted Assets</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bonds</li> <li><input type="checkbox"/> Stocks</li> <li><input type="checkbox"/> Cash</li> <li><input type="checkbox"/> Uncollected premiums</li> <li><input type="checkbox"/> Deferred premiums</li> <li><input type="checkbox"/> Accrued retrospective premiums</li> <li><input type="checkbox"/> Health care and other receivables</li> <li><input type="checkbox"/> Total Assets</li> </ul> <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Liabilities, Capital &amp; Surplus</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Claims unpaid - Covered</li> <li><input type="checkbox"/> Claims unpaid - Uncovered</li> <li><input type="checkbox"/> Claims unpaid - Total</li> <li><input type="checkbox"/> Total Liabilities</li> <li><input type="checkbox"/> Total Capital &amp; Surplus (Net Worth)</li> </ul> <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Revenue</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Net premium income</li> <li><input type="checkbox"/> Change premium reserves</li> <li><input type="checkbox"/> Fee-for-service</li> <li><input type="checkbox"/> Risk revenue</li> <li><input type="checkbox"/> Write-ins for other revenue</li> <li><input type="checkbox"/> Total revenues</li> </ul> | <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Expenses</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Hospital/medical benefits</li> <li><input type="checkbox"/> Other professional services</li> <li><input type="checkbox"/> Outside referrals</li> <li><input type="checkbox"/> Emergency room and out-of-area</li> <li><input type="checkbox"/> Prescription drugs</li> <li><input type="checkbox"/> Write-ins for other medical expenses</li> <li><input type="checkbox"/> Incentive pool, withhold adjust, bonus</li> <li><input type="checkbox"/> Reinsurance recoveries</li> <li><input type="checkbox"/> Total hospital and medical expenses</li> <li><input type="checkbox"/> Claims adjustment expenses</li> <li><input type="checkbox"/> General administrative expenses</li> <li><input type="checkbox"/> Total administrative expenses</li> <li><input type="checkbox"/> Increase in reserves for LAH contracts</li> <li><input type="checkbox"/> Net underwriting gain or loss</li> <li><input type="checkbox"/> Investment income gain or loss</li> <li><input type="checkbox"/> Write-ins for other income or expenses</li> <li><input type="checkbox"/> Net income or loss before federal taxes</li> <li><input type="checkbox"/> Federal and foreign income taxes</li> <li><input type="checkbox"/> Net income or loss</li> </ul> | <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Members &amp; Member Months</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Total members</li> <li><input type="checkbox"/> Individual members</li> <li><input type="checkbox"/> Group members</li> <li><input type="checkbox"/> Medicare supplement members</li> <li><input type="checkbox"/> Vision only members</li> <li><input type="checkbox"/> Dental only members</li> <li><input type="checkbox"/> FEHBP members</li> <li><input type="checkbox"/> Title XVIII Medicare members</li> <li><input type="checkbox"/> Title XIX Medicaid members</li> <li><input type="checkbox"/> Other members</li> <li><input type="checkbox"/> Total member months</li> <li><input type="checkbox"/> Individual member months</li> <li><input type="checkbox"/> Group member months</li> <li><input type="checkbox"/> Medicare supplement member months</li> <li><input type="checkbox"/> Vision only member months</li> <li><input type="checkbox"/> Dental only member months</li> <li><input type="checkbox"/> FEHBP member months</li> <li><input type="checkbox"/> Medicare member months</li> <li><input type="checkbox"/> Medicaid member months</li> <li><input type="checkbox"/> Other member months</li> </ul> | <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Schedule T - Premiums</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Accident &amp; health premiums</li> <li><input type="checkbox"/> Title XVIII Medicare premiums</li> <li><input type="checkbox"/> Title XIX Medicaid premiums</li> <li><input type="checkbox"/> FEHBP premiums</li> <li><input type="checkbox"/> Total direct premiums</li> </ul> <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ MFA Ratios &amp; PMPM Values</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Profit margin</li> <li><input type="checkbox"/> Operating margin</li> <li><input type="checkbox"/> Admin loss ratio</li> <li><input type="checkbox"/> Medical loss ratio</li> <li><input type="checkbox"/> Equity finance ratio</li> <li><input type="checkbox"/> Risk based capital ratio</li> <li><input type="checkbox"/> Return on equity</li> <li><input type="checkbox"/> Return on assets</li> <li><input type="checkbox"/> Revenue PMPM</li> <li><input type="checkbox"/> Commercial premiums PMPM</li> <li><input type="checkbox"/> Medicare premiums PMPM</li> <li><input type="checkbox"/> Medicaid premiums PMPM</li> <li><input type="checkbox"/> Medical expenses PMPM</li> <li><input type="checkbox"/> Admin expenses PMPM</li> <li><input type="checkbox"/> Total Admin &amp; Medical Expenses PMPM</li> </ul> | <div style="background-color: #808080; color: white; padding: 2px; text-align: center; margin-bottom: 5px;"><b>✔ Segment Premiums &amp; Claims</b></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Total health premiums earned</li> <li><input type="checkbox"/> Individual health premiums earned</li> <li><input type="checkbox"/> Group health premiums earned</li> <li><input type="checkbox"/> Med Supp premiums earned</li> <li><input type="checkbox"/> Vision only premiums earned</li> <li><input type="checkbox"/> Dental only premiums earned</li> <li><input type="checkbox"/> FEHBP premiums earned</li> <li><input type="checkbox"/> Title XVIII Medicare premiums earned</li> <li><input type="checkbox"/> Title XIX Medicaid premiums earned</li> <li><input type="checkbox"/> Other premiums earned</li> <li><input type="checkbox"/> Total health claims incurred</li> <li><input type="checkbox"/> Individual health claims incurred</li> <li><input type="checkbox"/> Group health claims incurred</li> <li><input type="checkbox"/> Med Supp claims incurred</li> <li><input type="checkbox"/> Vision only claims incurred</li> <li><input type="checkbox"/> Dental only claims incurred</li> <li><input type="checkbox"/> FEHBP claims incurred</li> <li><input type="checkbox"/> Title XVIII Medicare claims incurred</li> <li><input type="checkbox"/> Title XIX Medicaid claims incurred</li> <li><input type="checkbox"/> Other claims incurred</li> </ul> |
|--|---|---|---|---|

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CMS-reported Managed Medicare Enrollment & Market Share



Track MEDICARE ADVANTAGE and PART D membership *by plan*



COMPETE *more effectively* for SENIOR MARKET business using the latest product and plan intelligence

| Parent                       | Plan Name                              | ID        | Type                            | State | County     | PartD | SNP | EGHP | Enrolled |
|------------------------------|--|-----------|---------------------------------|-------|------------|-------|-----|------|----------|
| UNITEDHEALTH GROUP           | AARP MedicareRx Preferred (PDP)        | S5820-010 | Medicare Prescription Drug Plan | FL    | Palm Beach | Y     | N   | N    | 35,073   |
| CVS CAREMARK CORPORATION     | Advantage Star Plan by RxAmerica (PDP) | S5644-188 | Medicare Prescription Drug Plan | FL    | Miami-Dade | Y     | N   | N    | 33,248   |
| UNIVERSAL AMERICAN FINANCIAL | Community CCRx Basic (PDP)             | S5803-080 | Medicare Prescription Drug Plan | FL    | Miami-Dade | Y     | N   | N    | 25,051   |


Save TIME and MONEY with **Medicare Business Online**™ ... MFA processes & uploads CMS data to make it easy for you.

- ✓ Updates within 1-day of CMS release
- ✓ All tables & datasets Downloadable
- ✓ Medicare eligible data and senior market projections

Track month to month enrollment for **Medicare Advantage** and **PDP** nationwide.

- ✓ Competitor and market analysis just got easier
- ✓ Membership trends and market share from 2006 through current
- ✓ County-level, state and parent-level tables
- ✓ Metropolitan Statistical Area Views
- ✓ CMS reports, directories and important notices

## Reliable Health Plan Performance Data for ASO & Risk Business

|   |   |   |
|---|---|---|
| <p><b>PRODUCT FEATURES:</b></p> <ul style="list-style-type: none"> <li>▪ Health insurance data for all U.S. competitors</li> <li>▪ Robust database of financials, enrollment &amp; industry ratios</li> <li>▪ User-friendly web interface with Download to Excel</li> <li>▪ Annual 2006, quarter-to-quarter through subscription term</li> <li>▪ Private risk and ASO enrollment</li> <li>▪ Segment and Line of Business assessments</li> <li>▪ Medicare Advantage enrollment, market share &amp; financials (MBO)</li> <li>▪ Medicaid enrollment, market share &amp; financials</li> <li>▪ Medicare Supplement enrollment, market share &amp; financials</li> <li>▪ NAIC PDF Financial Statements as filed by insurance companies with health insurance business (50-state subscribers only)</li> <li>▪ Insured and uninsured population statistics</li> <li>▪ Labor market statistics</li> <li>▪ Ongoing support from our team of experienced analysts</li> </ul> | <p><b>SUBSCRIPTION OPTIONS:</b></p> <ul style="list-style-type: none"> <li>▪ Single State (10 user seats)</li> <li>▪ Selective States (10 user seats)</li> <li>▪ 50 States (10 user seats)</li> <li>▪ 50 States (enterprise-wide license)</li> <li>▪ Optional add-on databases</li> </ul> <p><b><i>CALL FOR PRICING OPTIONS</i></b></p> | <p><b>OPTIONAL ADD-ONS:</b></p> <ul style="list-style-type: none"> <li>▪ County Health Coverage™</li> <li>▪ Health Plans USA™</li> <li>▪ Medicare Benefits Analyzer™</li> </ul> |
| <p><b>Call 724-338-4100 to Schedule an Online Demo Today</b></p> <p>Mark Farrah Associates (MFA) provides market analysis support for the majority of companies competing for health insurance business today. Our database products include the Health Coverage Portal™, Health Plans USA™, Medicare Business Online™ and Medicare Benefits Analyzer™.</p> <div style="text-align: center; margin-top: 20px;">  <p><b>Mark Farrah<br/>ASSOCIATES™</b></p> <p><i>Simplifying Analysis of<br/>Health Insurance Business</i></p> </div>  |   |   |