



January 2022:

HEALTH PLAN INDUSTRY
Market Intelligence Report



**Tech booster
for startups**

**New
partnerships and
expansions**

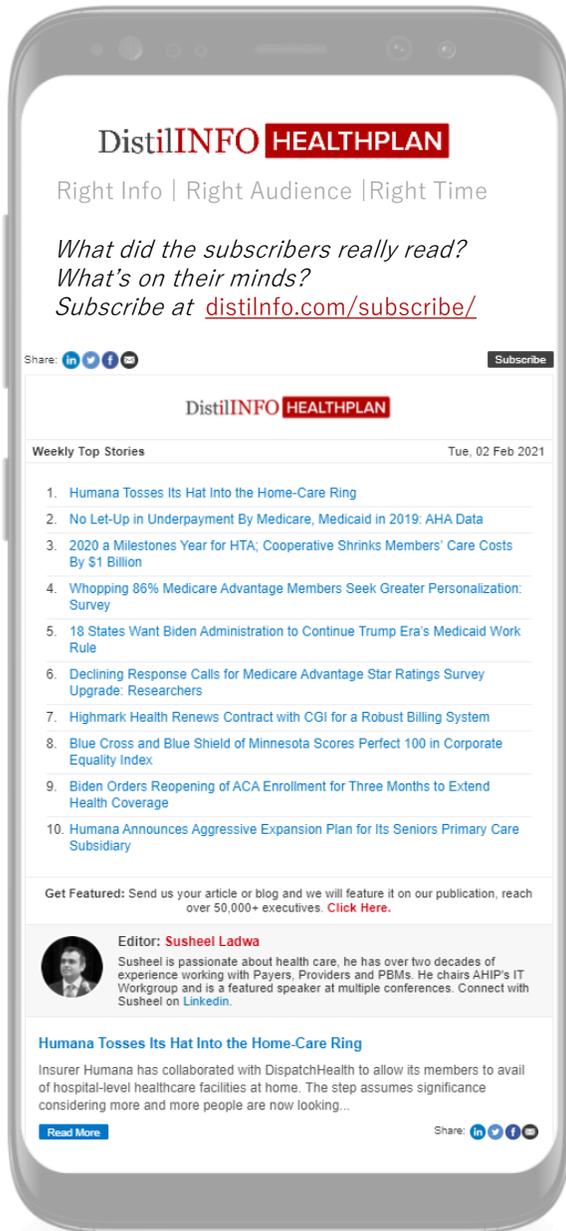
What Topics did **100,000+**
Subscribers of our Publications Read?

**Build Back
Better Act**

**Top payers see
revenue jump**

DistilINFO HEALTHPLAN





We studied and analyzed **reader interest** across Health Plan Industry for this report.

9,000+
 CxO Level Readers

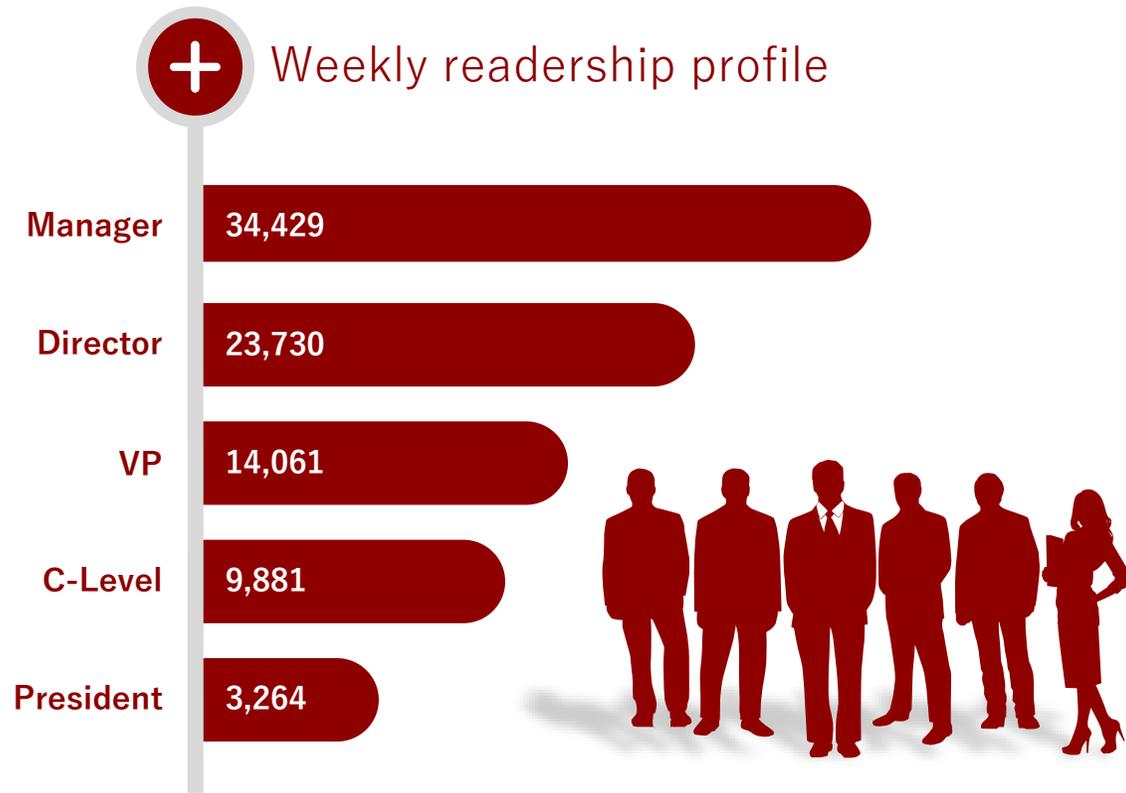
13,000+
 VP Level Readers

1,800+
 Health Plan Affiliated Organizations

31,000+
 Director Level Readers

1. [Allina Health-Aetna embark together for 4 new Plans](#)
2. [Oscar-Stride partners for Enhanced Direct Enrollment Interface](#)
3. [Testing to DNA Printing: A Starry Journey of Healthtech Startups](#)
4. [Clover Health opens IPO for 35M shares of Class A stock](#)
5. [Magnolia Health set to spread its wings to 63 Counties next year](#)
6. [New expansions and alliances in US Payer market](#)
7. [America's Top Payers see revenues jump in 2021](#)
8. [How Build Back Better Act could save \\$111 billion in the upcoming 10 years?](#)
9. [A new value-based partnership between Point32Health and Eleanor Health](#)
10. [Build Back Better now may cover Child Health Insurance Program](#)

Here is what
CxO, VP, Director Level
health plan audience is interested in.



CxO, VP Level Audience

Tech booster for startups: 2021 saw frugal startups, riding on technologies, winning the innovation race against behemoths.

New partnerships and expansions: New segments emerge to address issues like technology, space and resources for integration with payers.

Overall Business Audience

Build Back Better Act: As the Senate fiercely debated Build Back Better Act, health insurance leadership kept close tabs.

Top payers see revenue jump: Many payers made modest growth fueled by government businesses and their respective specialty areas.

Tech booster for startups

The reach of technology in healthcare has been massive with companies and giants deploying the latest medical technology to overcome hurdles and deliver better services and products. The US healthtech market is all set to become a \$390.7 bn industry by 2024.¹

The disruptions in the conventional healthcare delivery structures are now led by the startups. Thanks to the digital revolution, these startups fuel the innovation on the delivery front as well as on the process side. The Pandemic has given a new lease of life to the innovation and research space as more funds are flowing now for the innovations and technological disruptions.²

Digital health companies have now raised more than \$20 billion in 2021, more than any other year. While experts expect to see the dealmaking continue, they raised caution about the challenges of going public with high valuations.³

Tech booster for startups: Pandemic-infused innovation in the healthcare sector provided much needed jumpstart to startups in 2021.

1

[Top 7 Digital Healthcare Startups Success Stories](#)



2

[Testing to DNA Printing: A Starry Journey of Healthtech Startups](#)



3

[Digital health funding smashed another record this year, but is the trend sustainable?](#)



New partnerships and expansions

New partnerships and expansions: Payers are witnessing an overall growth with expansions in plans, territories and health tech companies.

Oracle said on Monday that it had agreed to pay \$28.3 billion for Cerner, a large electronic health records vendor. The deal is the largest-ever acquisition by Oracle, a database giant, and a sign that some major technology companies see health care as a growth opportunity. ¹

Through a partnership with Mineral, Bright HealthCare is providing firms with human resources solutions as well as health coverage. The move comes after Cigna and New Enterprise Associates joined together to invest \$750 million in the insurance. ²

Imagine that health insurance companies, or payers, pay your club \$100 per month to work with their insureds who have chronic conditions. And imagine that you give those insureds \$50 of that \$100 to come into the health club. ³

1 [Oracle takes a big move toward health with a deal to buy Cerner for \\$28.3 billion.](#)



2 [New expansions and alliances in US Payer market](#)



3 [The Next Fitness Industry Disrupter Could Be Healthcare](#)



Build Back Better Act

Build Back Better Act: It is poised to make all the factors affecting healthcare affordable. But it's facing fierce opposition from Republicans.



Without interactions, the agency finds the Build Back Better Act would add nearly \$160 billion to the deficit over ten years, including nearly \$750 billion over five years.¹



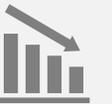
H.R. 5376 includes \$2.1 trillion in new spending and tax expenditures, offset by \$1.8 trillion in new revenues and other savings. With consumer prices rising at the fastest pace in decades, policymakers have raised concerns about the legislation's impact on inflation, especially if provisions scheduled to expire after several years were extended permanently.²



Provisions of President Joe Biden's Build Back Better Act could save \$111 billion over the next ten years by reducing employer-sponsored rates by 1.1 percent on average annually.³

1

[CBO Scores the Build Back Better Act](#)



2

[THE IMPACT OF THE BUILD BACK BETTER ACT \(H.R. 5376\) ON INFLATION](#)



3

[How Build Back Better Act could save \\$111 billion in the upcoming 10 years?](#)



Top payers see revenue jump

Top payers see revenue jump: Even as the pandemic shows no signs of waning, top payers are getting their financial figures back on track.



Health benefit cost jumped 6.3% in 2021, and although employers expect a more typical increase of 4.4% in 2022, a number of factors – higher utilization due to “catch-up” care, claims for long COVID, new extremely high-cost cellular drug therapies, and inflation in health care prices – could result in ongoing cost growth acceleration.¹



Despite Covid-19 pushing up the costs by around 10%, many payers made some modest growth fueled by government businesses and their respective specialty areas.²



For the next two years, the analysts estimate a potential 13% annual earnings per share growth for large-cap managed care organizations, more than double the firm’s ~6% projection for S&P EPS growth.³

1

[National Survey of Employer-Sponsored Health Plans](#)



2

[America’s Top Payers see revenues jump in 2021](#)



3

[UnitedHealth, Anthem win Buy ratings as Goldman Sachs begins coverage on managed care](#)





Starry journey of healthcare startups

- Healthcare startups are fueling innovations
- Fund flows increasing for innovations and tech disruptions
- From 464 deals in entire 2020 to 541 in the first three quarters of 2021

The average deal size swelled from \$31.5M to \$39.4M in 2021



Plenty of deals in the wind for payers going forward

- Mega deals are on the cards
- Opportunities galore for health insurance and private equity firms to invest and grow
- Deals may face more scrutiny and longer review times

Deal-making is acquiring new forms and requires more diligence



Is BBICA the biggest step towards universal coverage?

- An estimated 3.4 million Americans would gain health insurance
- The bill would expand health care access for children
- It can be a vehicle to improve health policy and coverage

The Bill proposes healthcare provisions of nearly \$330 billion for a decade.



Revenues of payers zoomed up to a whopping 300%

- Behavioral health emerged as the new priority for payers
- Payers helped boost virtual healthcare
- Performers also addressed health inequities

The fourth quarter outlook remains uncertain.

Complex NO Surprise Act



 Startups' key to success: Differentiated offering, cost economics and consumer-centric approach.

 Payers are witnessing the best deal-time in recent times.

 Premium subsidies for the middle class, reducing coverage gap for poor adults and expanding home care.

 Smaller employers contribute in maintaining growth.



Erhardt Preitauer
President & CEO, CareSource

“As a non-profit organization, we focus on our members and the communities we serve, not shareholders.”



Gregory Deavens
Independence CEO

“Independence believes that integrating physical and mental health is central to improving overall health and wellbeing,”



Brian Snell
divisional senior vice president of Illinois Markets for Blue Cross and Blue Shield of Illinois

“We’re excited to announce this new arrangement that gives Cook County residents additional options for quality, cost-effective health care,”



Mike Mikan
president and CEO of Bright Health

“In 2022 we expect to serve over 1 million risk-based lives across our two businesses, providing a strong foundation to achieve our full potential,”

Our Publications Your Lead Gen Platform

DistilINFO HEALTHPLAN

Publication	Reach	eNewsletter Frequency	Ad Options	Impact
DistilINFO HEALTHPLAN	100,000+	Every Tuesday & Thursday	Banner Ad	Visibility
DistilINFO HOSPITAL IT	60,000+	Every Monday	eBlast	MQL
DistilINFO POPHEALTH	11,000+	Alternative Fridays	Static Banner	Visibility
DistilINFO GOVHEALTH	35,000+	Alternative Wednesdays	Interview Ad	MQL
DistilINFO LIFE SCIENCES	42,000+	Every Monday & Tuesday	Content Ad	Visibility
DistilINFO AGING	24,000+	Alternative Fridays	Google Ads	MQL
			Linkedin Ads	Visibility

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Run Campaigns | Generate Leads | Increase Visibility | [Request Media Kit](#)

Promote your brand to
100,000+ Health Plan
focused decision makers..

Typical Results

Visibility	In a Week..	In a Month..
CxO Level	~75+	~150+
VP Level	~200+	~300+
Director Level	~400+	~600+
Others	~500+	~800+
Marketing Qualified Leads		
MQL's	~20 to ~50	~50+

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