

Health Plan Industry

Market Intelligence Report

December 2023



Most Trending Keyword of **December 2023** on DistillINFO HealthPlan

We analyzed the most read articles for the month for keywords and following are the trending keywords



Most Popular Articles - **December 2023** Health Plan Advisory

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



What did the subscribers really read?
What's on their minds?
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[1. Legal Action Claims Humana Employed AI to Reject Vital Medical Claims](#)

[2. 5 Medicare Advantage Transformations Unveiled | 2024 Outlook](#)

[3. Centene's CEO Discusses Medicaid Transition on CNBC](#)

[4. Enhancing Medicare Advantage Ratings for Informed Decision-Making](#)

[5. Oracle's Cerner Acquisition | Cloud Growth and Challenges](#)

[6. Optum Rx's Weight Engage | Revolutionizing Weight Management](#)

[7. Elevance Health and BCBSLA Revive \\$2.5B Merger](#)

[8. Blue Shield of California's Claims Mishandling Fallout](#)

[9. 5 Medicare Advantage Transformations Unveiled | 2024 Outlook](#)

[10. Centene's CEO Discusses Medicaid Transition on CNBC](#)

Industry Top **10 Trending** News Read by C-Level Executives

- [1. UnitedHealth Group's Optimistic Outlook Amidst Medicare Changes](#)
- [2. Legal Action Claims Humana Employed AI to Reject Vital Medical Claims](#)
- [3. Enhancing Medicare Advantage Ratings for Informed Decision-Making](#)
- [4. Elevance Health and BCBSLA Revive \\$2.5B Merger](#)
- [5. Optum's Medicare Advantage Outperforms Traditional Medicare in Study](#)
- [6. 5 Evolving Trends in Employer Insurance for 2024](#)
- [7. Optum Rx's Weight Engage | Revolutionizing Weight Management](#)
- [8. Highmark Achieves Over \\$20 Billion Revenue in Three Quarters](#)
- [9. Highmark Health's Strong Financial Performance in 2023](#)
- [10. Brian Pieninck, Chairing BCBSA, Shaping Healthcare's Future](#)

Industry Executive Quotes



Patrick Conway, M.D., CEO of Optum Rx

"Optum Rx Weight Engage offers clinically appropriate programs that support wellness and better health for consumers and solutions to help clients manage drug spending,"



Bruce Broussard, Humana CEO

"As Humana transforms healthcare, we focus on strategies that put health first, which include protecting the health of the planet and the health of those who enjoy the communities and environments we serve,"



David Cordani, CEO of Cigna Group

As we look at the broader landscape and the strategic opportunities before us, we will remain financially disciplined with a clear focus on executing against our strategy, delivering value for our shareholders, and investing in our future,"



Carl Daley, Chief Financial Officer And Treasurer Of Highmark Health

"There's just been a real increase in return of utilization on the healthcare side of patients seeking care that may have been put off during the pandemic," he said. "I think that's been broadly seen across other payers as well."

Our Publication

Your Lead **Gen Platform**

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

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