

Distil**INFO** **HEALTHPLAN**

Right Info | Right Audience | Right
Time

May 2021: Health Plan Industry **Market Intelligence Report**





DistilINFO **HEALTHPLAN**

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

Money Matters

Payer
Pandemic Plan

Virtual Care

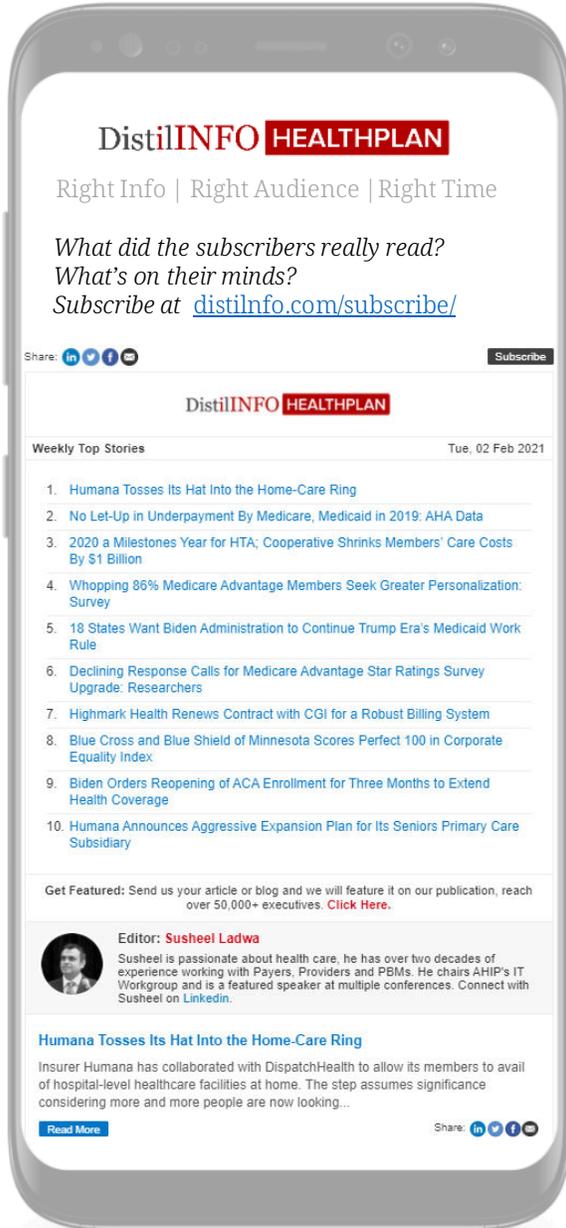
Mental Health

Editor's Pick

**4 payer CEOs among 15
Highest-Paid Bosses in
Healthcare Industry**



Top 10 Most Read articles in
April 2021 in Health Plan Newsletter



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. [Affordable Care Tops Agenda of Kaiser Permanente AV's new Medical Director](#)
2. [Centene records profit in Q1](#)
3. [Cigna Unveils New Ways to Broaden its Vaccination Process](#)
4. [Humana to Pay \\$0.70 Quarterly Dividend Per Share](#)
5. [Agilon Healthcare Aims at \\$9 Billion Valuation in IPO](#)
6. [Humana: Top 3 Initiatives to Fight the Pandemic](#)
7. [AXA-Microsoft join hands for telehealth setup](#)
8. [Bright Health Acquires Telehealth Startup Zipnosis](#)
9. [Primary Care and Behavioral Services were the largest specialties utilized virtually in 2020](#)
10. [Cigna Oscar Jointly Ventures to Provide Health Insurance Nationwide](#)

Here is what

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



CxO, VP Level Audience

Money Matters: 2020 is over. How is 2021 treating the health plan industry, financially?

Payer Pandemic Plan: Outside the routine operations and innovation, what are payers doing to address the pandemic at hand?

Overall Business Audience

Virtual Care: 2020 gave a big push to virtual care. Is the momentum diluting or continuing in 2021?

Mental Health: A pandemic wrecks the brains of many. How is the mental health of masses holding up?

Money Matters

Money Matters: 2020 is over. How is 2021 treating the health plan industry, financially?



Agilon's platform has around 210,000 patients registered in Medicare Advantage plans. **Revenue jumped 53% to \$1.22 billion in 2020**, while membership rose 45%.

- Raised more than \$1 billion in its IPO by selling 46.6 million shares at a price range of \$20 and \$23 per share
- IPO at **\$9 billion valuation**¹

Centene Corporation announced its financial results for the first quarter ended March 31, 2021, reporting diluted earnings per share (EPS) of \$1.19 and adjusted diluted EPS of \$1.63. Total revenues of Centene have jumped to \$30.0 billion for the first quarter of 2021, representing 15% growth compared to the first quarter of 2020.²

Humana had revenue of \$19.06 billion during the quarter, compared to the consensus estimate of \$18.76 billion. Humana had a return on equity of 22.74% and a net margin of 5.58%. Its quarterly revenue was up 17% compared to the same quarter last year. During the same quarter in the previous year, the company posted \$2.28 EPS. On average, equities research analysts anticipate that Humana will post 18.66 EPS for the current fiscal year.³

Humana has a payout ratio of 13% indicating that its dividend is sufficiently covered by earnings. Equities analysts expect Humana to earn \$21.74 per share next year, which means the company should continue to cover its \$2.80 annual dividend with an expected future payout ratio of 12.9%.³

1

[Agilon Healthcare Aims at \\$9 Billion Valuation in IPO](#)



2

[Centene records profit in Q1](#)



3

[Humana to Pay \\$0.70 Quarterly Dividend Per Share](#)



Payer Pandemic Plan

Payer Pandemic Plan: Outside the routine operations and innovation, what are payers doing to address the pandemic at hand?



AHIP: As COVID-19 vaccine supply expands, health insurance providers have increasingly focused their COVID-19 actions on improving vaccine acceptance and access.

- [Aetna](#) is waiving member cost-sharing related to the COVID-19 vaccination for Commercial and Medicaid members
- [Centene's](#) Medicaid, Medicare Advantage, and Marketplace members can access COVID-19 vaccines at no cost as they become available to them in accordance with state and federal (CMS) requirements and timelines.

Humana provides relief donation of more than \$1.6 million for COVID

- Humana was among the first insurers to offer at-home COVID-19 test kits and drive-thru COVID-19 testing at hundreds of Walmart Neighborhood Market pharmacies across the country.
- The company announced to waive all member costs related to COVID-19 testing and treatment. ¹

Cigna employees in the United States who are enrolled in the Cigna Medical Plan are eligible to receive a \$200 incentive award for being fully vaccinated against COVID-19

- Cigna has extended the deadline for benefits-eligible employees to use up to 10 days of paid “emergency time off” for COVID-19-related reasons, including to receive the vaccine or recover from it if needed, dependent care or taking a mental health day. ²

With the collective efforts of so many across business, government, and civil society, over 100 million doses of the vaccine have been distributed, and the country is on track to make the vaccine fully available. ³

1

[Humana: Top 3 Initiatives to Fight the Pandemic](#)



2

[Cigna Unveils New Ways to Broaden its Vaccination Process](#)



3

[Aetna President Finke's Reflections on Pandemic and Innovations](#)



Virtual Care

Virtual Care: 2020 gave a big push to virtual care. Is the momentum diluting or continuing in 2021?



At present, 60 large healthcare systems have admittance to Zipnosis telehealth facility and device-agnostic virtual care options. In the year 2020, according to the company reports Zipnosis had screened and treated more than **2 million patients**.¹

The AXA-Microsoft digital healthcare platform will connect digital health services to customers at every stage of their e-health encounter. The range of services proposed will include a self-assessment and restraint tool, a medical concierge, a teleconsultation interface, a digital document vault, home care services, or a directory of healthcare experts.²

An AXA pilot program, which incorporated a self-assessment tool, teleconsultation, and a medical concierge to aid appointment-setting was triumphantly launched in late 2020 in Germany and Italy. In 2022 it will be launched in the United Kingdom, Belgium, Spain, and Switzerland to be accompanied by other countries around the earth.²

According to an April 15 NEJM Catalyst report, Health insurers Harvard Pilgrim, Kaiser Permanente and Priority Health each propelled lower-cost, telehealth-first plans in 2020.³

1

[Bright Health Acquires Telehealth Startup Zipnosis](#)



2

[AXA-Microsoft join hands for telehealth setup](#)



3

[New Telehealth Strategies for big Three Health Payers](#)



Mental Health



There are more than 380,000 health apps available through Apple and Android operating systems, and around **20,000 of them address mental health.** ¹

Before the pandemic, virtual visits made up just over 1% of all medical and behavioral professional office visits that could be conducted virtually. Now, they make up nearly 25%. ²

Over 1/5 of primary care was performed virtually and nearly 2/3 of behavioral care was performed virtually. Percentage of visits conducted virtually. ²

With mounting evidence that mental health problems have become even more prevalent since the pandemic.

- Search volumes across mental health categories, including a 2483% rise for mindfulness apps.
- Only 32% of digital health for mental health meet quality thresholds. ³

Mental Health: A pandemic wrecks the brains of many. How is the mental health of masses holding up?

1 [The digital mental health market is booming](#)



2 [Primary Care and Behavioral Services were the largest specialties utilized virtually in 2020](#)



3 [Which digital for mental health recovery action plans?](#)





Save something for the rainy days

- While payers enjoyed fluffy profits in 2020 and early 2021, the correction is around the corner
- Once the elective procedures are back, the extra profits would be wiped
- A lot of people missed cancer screenings in last one year. Payers might be funding late stage treatments for these unfortunate cases. These treatments are 100 times more expensive than screenings

Supra-profits of 2020 would be corrected in 2022



Not too late to help

- Payers have a very central role to play in resolving the COVID situation
- More than money, it's the influence that health plans have over modulating the human behaviour; Encourage vaccination
- Opening up the virtual care channels to get the right care at right time is another way to containing pandemic
- Charity begins at home: Start with helping your employees

It takes a world to push a pandemic away



Virtual care is just warming up

- Health plans have pumped in record amount of \$\$\$ into telehealth ventures
- There is a very strategic value add that virtual care provides to insurers: reduced costs and happier clients
- Not all specialities are equal. Identify the clinical disciplines that are easier to transform into a virtual first model
- Make virtual care a client engagement tool

“Teach the Tech” to grandparents



Mental health is the next pandemic

- The ripples of COVID pandemic are snow bowling into a much larger pandemic: Mental Health
- A spike in psychiatric claims would mean a bad season and potentially, economic depression
- The current health system is not prepared to tackle the swarm to psychological cases
- Payers must invest to strengthen the mental health systems in their market

Invest in infra to tackle mental health tsunami

4 payer CEOs among 15 Highest-Paid Bosses in Healthcare Industry

CEO pay fell in 2020 at the largest US companies, according to a new report from Equilar. The Equilar 100, an annual study of the 100 largest US companies by revenue to file a proxy statement prior to March 31, found that total CEO compensation was \$15.5 million at the median, down 1.6% from \$15.7 million in the 2019 study. As many as 18 healthcare CEOs, including four from the payer industry, made it to the highest-paid list. [Read More](#)



Centene CEO: With a total compensation of **\$24.96 million**, Centene's Michael Neidorff is the highest-paid CEO in the healthcare and payer industry and 9th in the overall list of 100.

Cigna CEO: David M. Cordani of Cigna is the second among payer CEOs with total compensation of **\$19.74 million**. He is the fourth highest-paid in the healthcare sector and 26th in the overall list.



Molina Healthcare CEO: Joseph Zubretsky of Molina Healthcare received total compensation of **\$17.81 million**, which places him on the third spot in the health insurance industry. Among the healthcare sector CEOs, Zubretsky stands at the 10th spot and 40th in the list of 100 CEOs from across industries.

Humana CEO: With a total compensation of **\$16.49 million**, Bruce Broussard of Humana is the fourth and last CEO from the payer industry to find a place in the list. He is the 12th highest-paid among the healthcare CEOs and 49th in the overall list of 100.



Executives' Insights



Collaborate to Innovate



Remote monitoring is key to save costs



Home Care intersects with innovative tech



Nursing staff fills the gaps for high risk members



Karen Hanlon
COO, Highmark Health

“As two nationally recognized innovators, it makes perfect sense to leverage our combined expertise and resources to improve health outcomes, decrease costs, streamline processes between receiving and paying for care, and ultimately reimagine the whole health experience.”



Allon Bloch
CEO, K Health

“K Health has proven passage to really high-quality medicine remotely. This partnership with Anthem and Blackstone will help get K Health’s solutions into the hands of those who need them most, expanding upon our existing base of 4 million users and reducing costs in the healthcare system to make it work for all”.



Christopher Ciano
President of Medicare for Aetna, a CVS Health company

“We are excited at the possibility to continue our mission-driven approach to delivering care for those who need it most. Our physicians, nurses, and entire clinical team, backed by innovative technology, are truly changing the way care is delivered in the home every day.”



Dr. Benjamin Edelshain
VP, Clinical Engagement & Digital Innovation, Highmark

“We recognized significant limitations, especially during the pandemic, to access care among our highest risk members, and we sought to address that need through a reliable system where our members could connect with nurse coaches and other clinicians.”

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Your Lead Gen Platform

DistilINFO HEALTHPLAN

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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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