
NEVADA HMO INDUSTRY PROFILE

THIRD QUARTER REPORT

July 1, 2002 through September 30, 2002

**Bureau of Health Planning and Statistics
Nevada State Health Division
Department of Human Resources**

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TABLE OF CONTENTS

Table of Contents.....	1
Introduction.....	2
Table I Profile of Nevada Licensed HMOs.....	3
Table II HMO Commercial Enrollment.....	6
Table III HMO Rural Commercial Enrollment by County.....	7
Table IV HMO Commercial Enrollment Trends.....	8
Table V HMO Medicare Enrollment.....	9
Table VI HMO Rural Medicare Enrollment by County.....	10
Table VII HMO Enrollment Trends.....	11
Table VIII HMO Medicaid Enrollment.....	12
Table IX HMO Medicaid Enrollment Trends.....	13
Table X HMO Nevada Check-Up Enrollment.....	14
Table XI Total HMO Market Penetration by County.....	15
Table XII PPO Enrollment Trends by Health Plan.....	16
Table XIII PPO Enrollment by Geographic Area.....	17
Table Notes	18

INTRODUCTION

The *Nevada HMO Industry Profile* is published quarterly and contains valuable information regarding Nevada's licensed health maintenance organizations (HMOs). This profile is useful to healthcare providers and others interested in managed care services available within the state.

Each quarterly report presents company specific organizational data, as well as, quarterly enrollment data arranged by county. Enrollment data are categorized by enrollee population and product (i.e. Commercial Plan, Medicare, Medicaid, Nevada Check Up). Market penetration information is also provided.

Third Quarter 2002 HMO Activity Highlights

- This third quarter report of 2002(as well as previous quarterly reports from 2000) can be accessed online at, as well as downloaded from, the following web address: <http://health2k.state.nv.us/vs>

Table I

**PROFILE OF NEVADA LICENSED HMOS
Enrollment for Quarter Ending: September 30, 2002**

HMO	Contact	Service Area	Enrollment
Aetna US Healthcare 4040 South Eastern Ave., Suite 240 Las Vegas, NV 89117 Model: Network Licensed: July, 1997 For-profit; Foreign HMO NCQA New Health Plan Accreditation 2/00.	Ruth Szcurko RN,MBA Quality Accreditation Manager Phone: 702-650-8232 General Manager: Cliff Klima Medical Director: Dr. Richard Jones	Clark County, Reno/Sparks, and Pahrump in Nye County	Commercial: 25,905 Medicare: - Medicaid: - NV Check-Up: - Total: 25,905 PPO Total: -
Health Plan of Nevada (Subsidiary of Sierra Health Services) P.O. Box 15645 Las Vegas, NV 89114-5645 Model: Group/Network Combination Licensed: April 1982 For-profit; Domestic HMO NCQA full accreditation 8/00.	Rudy Cardenas Director of Operations, Managed Care Div. Phone: 702-242-7692 Kelly Simonson, Medicaid Director Phone: 702-242-7409 Medical Director: Dr. Sameer Abu-Samrah Federally Qualified: All service areas Medicare Risk Contract: All service areas	Clark, Esmeralda, Lyon, Mineral, Nye, and Washoe Counties	Commercial: 181,141 Medicare: 47,007 Medicaid: 27,120 NV Check-Up: 8,032 Total: 263,300 PPO Total: 22,407
HMO Nevada 6900 Westcliff Dr., Suite 600 Las Vegas, NV 89145 Licensed: December 1992 For-profit; Foreign HMO State Quality Exam: 8/2000, JCAHO Substantial Compliance	Tony Pointer, Director of Sales Phone: Pattie Gonzalez, Provider Service Manager Phone: 702-228-1255 Medical Director: Dr. William Bannen Federally Qualified: Clark County	Carson City, Clark, Douglas, Elko, Esmeralda, Eureka, Humboldt, Lincoln, Lyon, Nye Storey and Washoe Counties	Commercial: 1,751 Medicare: - Medicaid: - NV Check-Up: - Total: 1,751 PPO Total: 37,519

HMO	Contact	Service Area	Enrollment	
Hometown Health Plan 400 S. Wells Ave. Reno, NV 89502 Model: Network Licensed: February 1988 Non-profit; Domestic HMO State Quality Exam: HCFA 8/00	Troy Smith, Vice-President Insurance Svcs. Phone (775) 982-3000 Medical Director: Dr. Gabriel Bonnet Federally Qualified: All service areas Medicare Risk Contract: Washoe County	Carson City, Churchill, Douglas, Elko, Eureka, Humboldt, Lander, Lyon, Mineral, Pershing, Storey and Washoe Counties	Commercial: Medicare: Medicaid: NV Check-Up: Total: PPO Total:	28,741 6,147 - - 34,888 40,065
NevadaCare, Inc. 10600 Charleston Blvd. Las Vegas, NV 89135 Model: Network Licensed: September 1995 For-profit; Domestic HMO State Quality Exam: 11/98, JCAHO	Curt Howell, VP of Program Development Phone: 702-474-7241 Medical Director: Dr. Barney	Clark County, and Reno / Sparks in Washoe County	Commercial: Medicare: Medicaid: NV Check-Up: Total: PPO Total:	20,731 - 44,434 11,228 76,393 -
PacifiCare of Nevada, Inc. 700 Warm Springs Rd. Las Vegas, NV 89119 Model: Network, and DSI Network Licensed: September 1997 For-profit; Domestic HMO NCQA Full accreditation 2/01 State Quality Exam: 2/00 HCFA	Dr. Bard Coats, President and Chief Med. Officer Phone: 702-269-7500 Dr. Alan Blumenthal, Medical Director Federally Qualified: Clark County Medicare risk contract: Clark County	Carson City, Clark, Douglas, Esmeralda, Lyon, Mineral, Nye, Storey, and Washoe Counties	Commercial: Medicare: Medicaid: NV Check-Up: Total: PPO Total:	25,432 28,853 - - 54,285 1,207

HMO	Contact	Service Area	Enrollment
St. Mary's Health First 1155 W. Fourth Street #121 Reno, NV 89503 Model: Staff/Network combination Licensed: June 1993 For-profit; Domestic HMO State Quality Exam: 10/98 NCQA	M. Donald Kowitz, Chief Operating Officer Phone: 775- 770-6060 Medical Director: Dr. Dennis Shuman	Carson City, Storey and Washoe Counties. Douglas County except Stateline and portions of Lyon County	Commercial: 30,330 Medicare: - Medicaid: - NV Check-Up: - Total: 30,330 PPO Total: -

<u>Nevada State Totals:</u>	<u>Enrollment</u>	<u>Market Penetration*</u>
Commercial:	314,031	17.2%
Medicare:	82,007	38.1%
Medicaid:	71,554	44.7%
NV Check-Up	19,260	
Total Enrollment:	486,852	

DSI: Delivery Service Intermediary

Please refer to "TABLE NOTES" for important additional information.

* Market Penetration calculations and enrollment figures are mutually exclusive categories, and should be interpreted as such.

Table II

**HMO COMMERCIAL ENROLLMENT
by Geographic Area
September 30, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Commercial
Aetna US Healthcare	24,616	1,169	120	25,905
Health Plan of Nevada	175,665	6,640	2,836	185,141
HMO Nevada	867	703	181	1,751
Hometown Health Plan		25,360	3,381	28,741
NevadaCare, Inc.	20,622	109	-	20,731
PacifiCare of Nevada, Inc.	25,079	0	353	25,432
St. Mary's Health First	-	23,356	6,385	29,741
Totals	246,849	57,337	13,256	317,442
Market Penetration	19.4%	19.6%	4.8%	17.2%

Please refer to "TABLE NOTES" for important additional information.

Table III

**HMO RURAL COMMERCIAL ENROLLMENT BY COUNTY
September 30, 2002**

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's Health First	County Total
Carson City	-	66	36	2,198	-	186	3,754	6,240
Churchill	-	17	0	-	-	-	-	17
Douglas	-	22	94	600	-	167	395	1,278
Elko	-	3	0	14	-	-	-	17
Esmeralda	-	16	0	-	-	-	-	16
Eureka	-	0	0	-	-	-	-	0
Humboldt	-	3	0	106	-	-	-	109
Lander	-	0	0	-	-	-	-	0
Lincoln	-	66	0	-	-	-	-	66
Lyon	-	213	33	296	-	-	527	1,069
Mineral	-	18	0	167	-	-	-	185
Nye	120	2,406	0	-	-	-	-	2,526
Pershing	-	0	0	0	-	-	-	0
Storey	-	4	0	-	-	-	110	114
White Pine	-	2	0	-	-	-	-	2
Undefined	-	-	18	0	-	-	-	18
TOTAL	120	2,836	181	3,381	0	353	4,786	11,657

Please refer to "TABLE NOTES" for important additional information.

Table IV
HMO COMMERCIAL ENROLLMENT TRENDS
September 30, 2002

Health Plan	Enrollment September 30, 2002	Enrollment September 30, 2001	Difference	Percentage Change
Aetna US Healthcare	25,905	45,117	-19,212	-42.6%
Health Plan of Nevada	185,141	162,034	23,107	14.3%
HMO Nevada	1,751	1,524	227	14.9%
Hometown Health Plan	28,741	27,645	1,096	4.0%
NevadaCare, Inc.	20,731	27,184	-6,453	-23.7%
PacifiCare of Nevada, Inc.	25,432	36,893	-11,461	-31.1%
St. Mary's HealthFirst	29,741	29,741	0	0.0%
Totals	317,442	330,138	-12,696	-3.8%

Please refer to "TABLE NOTES" for important additional information.

Table V

**HMO MEDICARE ENROLLMENT
by Geographic Area
September 30, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicare
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	38,989	3,610	4,408	47,007
HMO Nevada	-	-	-	-
Hometown Health Plan	-	6,147	-	6,147
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	28,853	-	-	28,853
St. Mary's Health First	-	-	-	-
Totals	67,842	9,757	4,408	82,007
Market Penetration	46.9%	26.4%	13.1%	38.1%

Please refer to "TABLE NOTES" for important additional information.

Table VI
HMO RURAL MEDICARE ENROLLMENT BY COUNTY
September 30, 2002

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's HealthFirst	County Total
Carson City	-	24	-	-	-	-	-	24
Churchill	-	0	-	-	-	-	-	0
Douglas	-	2	-	-	-	-	-	2
Elko	-	0	-	-	-	-	-	0
Esmeralda	-	25	-	-	-	-	-	25
Eureka	-	0	-	-	-	-	-	0
Humboldt	-	0	-	-	-	-	-	0
Lander	-	0	-	-	-	-	-	0
Lincoln	-	1	-	-	-	-	-	1
Lyon	-	832	-	-	-	-	-	832
Mineral	-	69	-	-	-	-	-	69
Nye	-	3,451	-	-	-	-	-	3,451
Pershing	-	1	-	-	-	-	-	1
Storey	-	1	-	-	-	-	-	1
White Pine	-	2	-	-	-	-	-	2
Undefined	-	-	-	-	-	-	-	0
TOTAL	0	4,408	0	0	0	0	0	4,408

Please refer to "TABLE NOTES" for important additional information.

Table VII
HMO MEDICARE ENROLLMENT TRENDS
September 30, 2002

Health Plan	Enrollment June 30, 2002	Enrollment June 30, 2001	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	47,007	45,162	1,845	4.1%
HMO Nevada	-	-	-	-
Hometown Health Plan	6,147	6,330	-183	-2.9%
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	28,853	32,335	-3,482	-10.8%
St. Mary's Health First	-	-	-	-
Totals	82,007	83,827	-1,820	-2.2%

Please refer to "TABLE NOTES" for important additional information.

Table VIII

**HMO MEDICAID ENROLLMENT
by Geographic Area
September 30, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicaid
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	27,089	9	22	27,120
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	42,479	1,955	0	44,434
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	69,568	1,964	22	71,554
Market Penetration	60.0%	8.5%	0.1%	44.7%

Please refer to "TABLE NOTES" for important additional information.

*Only statewide Medicaid Eligible Data was available due to new NSWDC reporting measures.

Table IX
HMO MEDICAID ENROLLMENT TRENDS
September 30, 2002

Health Plan	Enrollment March 31, 2002	Enrollment March 31, 2001	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	27,120	23,907	3,213	13.4%
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	44,434	32,987	11,447	34.7%
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	71,554	56,894	14,660	25.8%

Please refer to "TABLE NOTES" for important additional information.

Table X

**HMO NEVADA CHECK-UP ENROLLMENT
by Geographic Area
September 30, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Check-Up
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	8,026	0	6	8,033
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	7,245	3,983	-	11,228
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	15,271	3,983	6	19,260

Please refer to "TABLE NOTES" for important additional information.

Table XI

**TOTAL HMO MARKET PENETRATION
by County, September 30, 2002**

County	Commercial Market Penetration	Medicare Market Penetration	Medicaid Market Penetration
Clark	19.4%	46.9%	60.0%
Washoe	19.6%	26.4%	8.5%
Carson City	13.3%	0.0%	*
Churchill	0.1%	0.0%	*
Douglas	3.3%	0.0%	*
Elko	0.0%	0.0%	*
Esmeralda	1.2%	0.0%	*
Eureka	0.0%	N/A	*
Humboldt	0.6%	0.0%	*
Lander	0.0%	N/A	*
Lincoln	1.8%	0.0%	*
Lyon	3.4%	0.0%	*
Mineral	3.4%	0.0%	*
Nye	7.9%	0.0%	*
Pershing	0.0%	0.0%	*
Storey	3.2%	0.0%	*
White Pine	0.0%	0.0%	*
Statewide TOTALS	17.2%	38.1%	44.7%

Please refer to "TABLE NOTES" for important additional information.

*Rural County No county medicaid eligible data available per NSWDC, see Table VIII.

Table XII

**PPO ENROLLMENT
by Geographic Area
September 30, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Enrollment
Aetna US Healthcare	-	-	-	-
Health Plan of NV/Sierra Hlth & Life	18,247	1,436	2,724	22,407
HMO Nevada	20,034	6,713	DNR	26,747
Hometown Health Plan	0	36,603	3,462	40,065
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	1,207	0	0	1,207
St. Mary's Health First	-	-	-	-
Totals	39,488	44,752	6,186	90,426

Please refer to "TABLE NOTES" for important additional information.

TABLE XIII**PPO ENROLLMENT TRENDS by HEALTH PLAN
June 30, 2002**

Health Plan	Enrollment March 31, 2002	Enrollment March 31, 2001	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	22,407	23,209	-802	-3.5%
HMO Nevada	26,747	0	26,747	0.0%
Hometown Health Plan	40,065	10,965	29,100	265.4%
NevadaCare, Inc.	-	-	-	-
PacificCare of Nevada, Inc.	1,207	5	1,202	24040.0%
St. Mary's Health First	-	-	-	-
Totals	90,426	34,179	56,247	164.6%

Please refer to "TABLE NOTES" for important additional information.

TABLE NOTES

General Notes on the Tables:

- Distinctions between Zeros, Dashes, & DNR

To increase readability, the following data presentation conventions have been used:

1. Zero: no enrollees within a county for which a Certificate of Authority (COA) has been issued to the HMO.
2. Dash (-): the HMO does not have a COA to operate in the county.

When used in “Total”, “Difference”, or “Percent Change” columns, this convention represents invalid mathematical calculations due to an HMO not having a COA in the county or counties, and therefore not having a valid total number of enrollees for the calculation of interest.

(e.g., in Table III, no HMO has a COA to operate in Eureka county. Therefore the “County Total” column is represented with a dash (-) to indicate an invalid mathematical total.)

In Table I, convention indicates HMO does not provide service to that population category.

3. DNR: Did not report .

- Enrollment Data Reporting and Sources

All enrollment data presented within the *Nevada HMO Industry Profile* are derived from quarterly enrollment reports submitted by each HMO. Geographical allocation of enrollment data is based upon the following guidelines:

- a. Commercial plan enrollment data are reported according to the location of the employer.
- b. Medicare, Medicaid, and Nevada Check Up enrollment data are allocated according to the residence of the enrollee.

- Market Penetration Calculations and Data Sources

In general, market penetration is determined by dividing the number of enrollees by the potential enrollment population of the geographic area. The *HMO Industry Profile* uses the following conventions:

1. *Commercial category:* population (county or statewide) is comprised of age group zero to 64.
2. *Medicare category:* population (count or statewide) is comprised of age group 65 and greater.
3. *Medicaid category:* population is comprised of estimated Medicaid eligible for Clark & Washoe Counties and statewide.

The Nevada State Demographer, University of Nevada, Reno, provides data for the commercial and Medicare category 2000 population projections.

The Nevada State Welfare Division provides data for Medicaid eligible participants.

- Market Penetration Calculations and Data Sources (continued):

The population estimates for medicaid eligibles were derived from monthly reports whose source is NSWDC Report WL-00427. The statewide totals were compiled by NSWDC from case-load reports for July, August, and September, 2002 and the total medicaid eligible statewide figure was an average of the totals for each month involved.

- Preferred Provider Organization (PPO) Data

Important note: PPOs and HMOs are two distinctively different approaches to healthcare coverage. Because of the differing approaches, service delivery of the two health care plans may also be dissimilar. Additionally, an HMO and a PPO may both be part of the total healthcare product line from the same insurance company.

The PPO information presented within the *Nevada HMO Industry Profile* is not an exhaustive listing of all PPOs that are operating within Nevada. The data presented herein are solely to provide an

- Preferred Provider Organization (PPO) Data (continued):

indication of other managed care activities with which the organization may be involved. The data are presented as reported by the HMO.

Specific Notes on the Tables:

- Table VIII

Rural Column – represents the other 15 counties within the state. Currently, Medicaid rural enrollment is too low to justify development of a separate reporting table.

Market Penetration Statistics - only valid for statewide total. County totals were not available at time of printing due to new recording systems being used by the NSW. The statewide total Medicaid eligible data were an average of Medicaid eligibles for July, August, and September, 2002.

- Table XI

Important note: The underlying data for this table were derived from Tables I-IX. Previous notes contained under ***“General Notes on the Tables”*** should be considered in interpreting this data.

Rural Medicaid enrollment is too low to justify reporting the rural eligibility data necessary to develop market penetration information.

- Table XIII

Important note: HMO of Nevada did not report PPO enrollment by region, rather by statewide total. For the Table’s totals to mathematically agree by row and column summation, Clark County was arbitrarily designated as the county to place total enrollment figures.