
NEVADA HMO INDUSTRY PROFILE

FIRST QUARTER REPORT- *Revised*

January 1, 2005 through March 31, 2005

**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), who provide the data voluntarily. 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, and Nevada Check Up). Market penetration information is also provided.

First Quarter 2005 HMO Activity Highlights

- This first quarter report of 2005 (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/nihds/publications/HMO/index.htm>
- This report has been revised to correct Table 1 errors.

Table I

**PROFILE OF NEVADA LICENSED HMOS
Enrollment for Quarter Ending: March 31, 2005**

HMO	Contact	Service Area	Enrollment
Aetna Health of Arizona/Nevada, Inc. 4040 South Eastern Ave., Suite 240 Las Vegas, NV 89117 Model: Network Licensed: July, 1997 For-profit; Foreign HMO NCQA Full Accreditation 11/04.	Ruth Szcurko RN,MBA Quality Accreditation Manager Phone: 702-650-8234 Medical Director: Dr. Richard Jones	Clark County, Reno/Sparks, and Pahrump in Nye County	Commercial: 10,641 Medicare: - Medicaid: - NV Check-Up: - Total: 10,641 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 PPO: Sierra Health & Life NCQA Full Accreditation 2/03.	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: 241,276 Medicare: 53,967 Medicaid: 38,291 NV Check-Up: 11,657 Total: 345,191 PPO Total: 26,057
HMO Nevada 6900 Westcliff Dr., Suite 600 Las Vegas, NV 89145 Licensed: December 1992 For-profit; Foreign HMO URAC Exam 12/03	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: 10,885 Medicare: - Medicaid: - NV Check-Up: - Total: 10,885 PPO Total: 242,860

HMO	Contact	Service Area	Enrollment
Hometown Health 830 Harvard Way Reno, NV 89502 Model: Network Licensed: February 1988 Non-profit; Domestic HMO State Quality Exam: CMS Exam 8/02	Troy Smith, Vice-President Insurance Svcs. Phone (775) 982-3000 Medical Director: Dr. Jay Keystone 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: 21,547 Medicare: 4,987 Medicaid: - NV Check-Up: - Total: 26,534 PPO Total: 71,104
NevadaCare, Inc. (Subsidiary of I/MX Companies) 10600 Charleston Blvd. Las Vegas, NV 89135 PPO: Summerlin Life & Health Ins. Co. Model: Network Licensed: September 1995 For-profit; Domestic HMO State Quality Exam: JCAHO 12/03	Curt Howell, VP of Program Development Phone: 702-474-7241 Medical Director: Dr. Barney	Clark County, and Reno / Sparks in Washoe County	Commercial: 13,681 Medicare: - Medicaid: 44,936 NV Check-Up: 11,087 Total: 69,704 PPO Total: 7,632
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 2/04	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: 36,485 Medicare: 25,758 Medicaid: - NV Check-Up: - Total: 62,243 PPO Total: 5,900

HMO	Contact	Service Area	Enrollment
Saint Mary's HealthFirst 1155 W. Fourth Street #121 Reno, NV 89503 Model: Staff/Network combination Licensed: June 1993 For-profit; Domestic HMO State Quality Exam: NCQA 3/02	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: 30,021 Medicare: - Medicaid: - NV Check-Up: - Total: 30,021 PPO Total: -

<u>Nevada State Totals:</u>	<u>Enrollment</u>	<u>Market Penetration*</u>
Commercial:	364,536	17.3%
Medicare:	84,712	32.0%
Medicaid:	83,227	47.2%
NV Check-Up	22,744	
Total Enrollment:	555,219	

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
March 31, 2005**

Health Plan	Clark County	Washoe County	Rural Counties	Total Commercial
Aetna, Inc.	9,978	574	89	10,641
Health Plan of Nevada	231,046	6,439	3,791	241,276
HMO Nevada	2,496	4,480	3,909	10,885
Hometown Health	0	16,240	5,307	21,547
NevadaCare, Inc.	13,403	156	122	13,681
PacifiCare of Nevada, Inc.	35,730	44	711	36,485
Saint Mary's HealthFirst	0	25,564	4,457	30,021
Totals	292,653	53,497	18,386	364,536
Market Penetration	19.5%	15.8%	7.1%	17.3%

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

Table III

**HMO RURAL COMMERCIAL ENROLLMENT BY COUNTY
March 31, 2005**

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's HealthFirst	County Total
Carson City	0	38	1,886	1,646	0	71	3,831	7,472
Churchill	0	18	24	440	0	5	0	487
Douglas	0	33	791	968	0	106	166	2,064
Elko	0	21	181	218	0	0	0	420
Esmeralda	0	14	0	0	0	2	0	16
Eureka	0	0	3	67	0	1	0	71
Humboldt	0	5	65	250	0	63	0	383
Lander	0	1	2	0	0	62	0	65
Lincoln	0	134	3	0	0	1	0	138
Lyon	0	222	758	1,397	0	48	353	2,778
Mineral	0	0	19	274	0	0	0	293
Nye	89	3,283	2	0	122	352	0	3,848
Pershing	0	0	1	0	0	0	0	1
Storey	0	1	10	47	0	0	107	165
White Pine	0	21	102	0	0	0	0	123
Undefined	0	0	62	0	0	0	0	62
TOTAL	89	3,791	3,909	5,307	122	711	4,457	18,386

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

Table IV
HMO COMMERCIAL ENROLLMENT TRENDS
March 31, 2005

Health Plan	Enrollment March 31, 2005	Enrollment March 31, 2004	Difference	Percentage Change
Aetna, Inc.	10,641	12,701	-2,060	-16.2%
Health Plan of Nevada	241,276	211,997	29,279	13.8%
HMO Nevada	10,885	3,245	7,640	235.4%
Hometown Health	21,547	20,695	852	4.1%
NevadaCare, Inc.	13,681	19,642	-5,961	-30.3%
PacifiCare of Nevada, Inc.	36,485	25,915	10,570	40.8%
Saint Mary's HealthFirst	30,021	29,153	868	3.0%
Totals	364,536	323,348	41,188	12.7%

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

Table V

**HMO MEDICARE ENROLLMENT
by Geographic Area
March 31, 2005**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicare
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	44,470	4,315	5,182	53,967
HMO Nevada	-	-	-	-
Hometown Health	-	4,987	-	4,987
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	25,758	-	-	25,758
Saint Mary's HealthFirst	-	-	-	-
Totals	70,228	9,302	5,182	84,712
Market Penetration	38.4%	23.6%	12.2%	32.0%

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

Table VI
HMO RURAL MEDICARE ENROLLMENT BY COUNTY
March 31, 2005

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's HealthFirst	County Total
Carson City	-	23	-	-	-	-	-	23
Churchill	-	4	-	-	-	-	-	4
Douglas	-	1	-	-	-	-	-	1
Elko	-	2	-	-	-	-	-	2
Esmeralda	-	28	-	-	-	-	-	28
Eureka	-	0	-	-	-	-	-	0
Humboldt	-	0	-	-	-	-	-	0
Lander	-	0	-	-	-	-	-	0
Lincoln	-	1	-	-	-	-	-	1
Lyon	-	882	-	-	-	-	-	882
Mineral	-	77	-	-	-	-	-	77
Nye	-	4,162	-	-	-	-	-	4,162
Pershing	-	0	-	-	-	-	-	0
Storey	-	0	-	-	-	-	-	0
White Pine	-	2	-	-	-	-	-	2
Undefined	-	0	-	-	-	-	-	0
TOTAL	0	5,182	0	0	0	0	0	5,182

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

Table VII
HMO MEDICARE ENROLLMENT TRENDS
March 31, 2005

Health Plan	Enrollment March 31, 2005	Enrollment March 31, 2004	Difference	Percent Change
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	53,967	51,150	2,817	5.5%
HMO Nevada	-	-	-	-
Hometown Health	4,987	5,278	-291	-5.5%
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	25,758	25,406	352	1.4%
Saint Mary's HealthFirst	-	-	-	-
Totals	84,712	81,834	2,878	3.5%

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

Table VIII

**HMO MEDICAID ENROLLMENT
by Geographic Area
March 31, 2005**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicaid
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	31,914	6,354	23	38,291
HMO Nevada	-	-	-	-
Hometown Health	-	-	-	-
NevadaCare, Inc.	40,132	4,804	0	44,936
PacifiCare of Nevada, Inc.	-	-	-	-
Saint Mary's HealthFirst	-	-	-	-
Totals	72,046	11,158	23	83,227
Market Penetration	55.9%	45.0%	0.1%	47.2%

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
March 31, 2005

Health Plan	Enrollment March 31, 2005	Enrollment March 31, 2004	Difference	Percent Change
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	38,291	38,943	-652	-1.7%
HMO Nevada	-	-	-	-
Hometown Health	-	-	-	-
NevadaCare, Inc.	44,936	49,061	-4,125	-8.4%
PacifiCare of Nevada, Inc.	-	-	-	-
Saint Mary's HealthFirst	-	-	-	-
Totals	83,227	88,004	-4,777	-5.4%

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

Table X

**HMO NEVADA CHECK-UP ENROLLMENT
by Geographic Area
March 31, 2005**

Health Plan	Clark County	Washoe County	Rural Counties	Total Check-Up
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	10,500	1,154	3	11,657
HMO Nevada	-	-	-	-
Hometown Health	-	-	-	-
NevadaCare, Inc.	7,829	3,258	0	11,087
PacifiCare of Nevada, Inc.	-	-	-	-
Saint Mary's HealthFirst	-	-	-	-
Totals	18,329	4,412	3	22,744

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

Table XI

**TOTAL HMO MARKET PENETRATION
by County, March 31, 2005**

County	Commercial Market Penetration	Medicare Market Penetration	Medicaid Market Penetration
Clark	19.5%	38.4%	55.9%
Washoe	15.8%	23.6%	45.0%
Carson City	16.6%	0.3%	*
Churchill	2.1%	0.1%	*
Douglas	5.3%	0.0%	*
Elko	1.0%	0.1%	*
Esmeralda	1.8%	14.4%	*
Eureka	5.7%	0.0%	*
Humboldt	2.6%	0.0%	*
Lander	1.4%	0.0%	*
Lincoln	4.8%	0.2%	*
Lyon	7.5%	13.9%	*
Mineral	8.5%	7.7%	*
Nye	12.8%	53.2%	*
Pershing	0.0%	0.0%	*
Storey	5.3%	0.0%	*
White Pine	2.0%	0.1%	*
Statewide TOTALS	17.3%	32.0%	47.2%

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
March 31, 2005**

Health Plan	Clark County	Washoe County	Rural Counties	Total Enrollment
Aetna, Inc.	-	-	-	-
Health Plan of NV/Sierra Hlth & Life	22,568	1,693	1,796	26,057
HMO Nevada	DNR	DNR	DNR	242,860
Hometown Health	391	66,496	4,217	71,104
NevadaCare/Summerlin Life&Hlth	6,929	241	462	7,632
PacifiCare of Nevada, Inc.	3,911	1,104	885	5,900
Saint Mary's HealthFirst	-	-	-	-
Totals	33,799	69,534	7,360	353,553

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

TABLE XIII**PPO ENROLLMENT TRENDS by HEALTH PLAN
March 31, 2005**

Health Plan	Enrollment Mach 31, 2005	Enrollment March 31, 2004	Difference	Percent Change
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	26,057	23,867	2,190	9.2%
HMO Nevada	242,860	273,837	-30,977	-11.3%
Hometown Health	71,104	63,206	7,898	12.5%
NevadaCare, Inc.	7,632	-	7,632	*
PacifiCare of Nevada, Inc.	5,900	8,440	-2,540	-30.1%
Saint Mary's HealthFirst	-	-	-	-
Totals	353,553	369,350	-15,797	-4.3%

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

TABLE NOTES

General Notes on the Tables:

- Distinctions between Zeros, Dashes, DNR, & Asterisks

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.
 4. Asterisk (*): Value not able to be calculated due to missing data.
- 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 (county 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 2004 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 NSWDR Report WL-00427. The statewide totals were compiled by NSWDR from caseload reports for January, February, and March 2005 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 I

Formula calculation corrections made, and total enrollments are now correct.

- Table III

PacifiCare Column – Douglas County total includes enrollments residing in California.

- 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 January, February, and March 2005.

- 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 XII

Important note: HMO Nevada did not report PPO enrollment by county for the quarter.

- Table XIII

Important note: This the fourth quarter that Summerlin Life and Health Insurance Company, an affiliate of NevadaCare, Inc., is reporting quarterly PPO enrollment. Related trend data cannot be calculated at this time.