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**NEVADA HMO INDUSTRY PROFILE**

**SECOND QUARTER REPORT**

**April 1, 2005 through June 30, 2005**

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

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**Compiled by  
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## 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.

### Second Quarter 2005 HMO Activity Highlights

- This second 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>
- Todd Meek is CEO of NevadaCare, Inc. (HMO) and Summerlin Life and Health Insurance Company (PPO). Both are subsidiaries of IM/X Companies, and Dr. Kenneth Osgood is now their Medical Director, Commercial Programs. Dr. Donielle Freedman is NevadaCare's Medical Director, Government Programs.

**Table I**

**PROFILE OF NEVADA LICENSED HMOs  
Enrollment for Quarter Ending: June 30, 2005**

<b>HMO</b>	<b>Contact</b>	<b>Service Area</b>	<b>Enrollment</b>
<b>Aetna Health of Arizona/Nevada, Inc.</b> 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 Szcyrko RN,MBA Quality Accreditation Manager Phone: 702-650-8234  Medical Director: Dr. Richard Jones	Clark County, Reno/Sparks, and Pahrump in Nye County	Commercial: 10,372 Medicare: - Medicaid: - NV Check-Up: - Total: 10,372  PPO Total: -
<b>Health Plan of Nevada</b> (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: 245,073 Medicare: 54,712 Medicaid: 39,459 NV Check-Up: 12,522 Total: 351,766  PPO Total: 27,424
<b>HMO Nevada</b> (Anthem subsidiary) 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: 10,884 Medicare: - Medicaid: - NV Check-Up: - Total: 10,884  PPO Total: 241,385

HMO	Contact	Service Area	Enrollment
<b>Hometown Health</b> 830 Harvard Way Reno, NV 89502 Model: Network  Licensed: February 1988 Non-profit; Domestic HMO State Quality Exam: CMS Exam 6/05	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, White Pine, and Washoe Counties	Commercial: 21,512 Medicare: 4,946 Medicaid: - NV Check-Up: - Total: 26,458  PPO Total: 63,869
<b>NevadaCare, Inc.</b> (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	Jack Kelly, Sr. VP of Government Programs  Med Dir, Comm Pgms: Dr. Kenneth Osgood Med Dir, Govt Pgms: Dr. Donielle Freedman	Clark County and Reno/Sparks in Washoe County	Commercial: 13,327 Medicare: - Medicaid: 42,544 NV Check-Up: 11,249 Total: 67,120  PPO Total: 8,678
<b>PacifiCare of Nevada, Inc.</b> 700 Warm Springs Rd. Las Vegas, NV 89119  PPO: PacifiCare Life Assurance Co.  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: 38,536 Medicare: 26,204 Medicaid: - NV Check-Up: - Total: 64,740  PPO Total: 5,834

HMO	Contact	Service Area	Enrollment
<b>Saint Mary's HealthFirst</b> 1155 W. Fourth Street #121 Reno, NV 89503  Model: Staff/Network combination Licensed: June 1993 For-profit; Domestic HMO State Quality Exam: NCQA 2/05	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: 30,117 Medicare: - Medicaid: - NV Check-Up: - Total: 30,117  PPO Total: -

<u>Nevada State Totals:</u>	<u>Enrollment</u>	<u>Market Penetration*</u>
Commercial:	369,821	17.6%
Medicare:	85,862	32.4%
Medicaid:	82,003	46.7%
NV Check-Up	23,771	
<b>Total Enrollment:</b>	<b>561,457</b>	

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  
June 30, 2005**

<b>Health Plan</b>	<b>Clark County</b>	<b>Washoe County</b>	<b>Rural Counties</b>	<b>Total Commercial</b>
Aetna, Inc.	9,701	584	87	10,372
Health Plan of Nevada	234,791	6,336	3,946	245,073
HMO Nevada	2,345	4,623	3,916	10,884
Hometown Health	0	16,144	5,368	21,512
NevadaCare, Inc.	13,022	187	118	13,327
PacifiCare of Nevada, Inc.	37,712	63	761	38,536
Saint Mary's HealthFirst	0	25,203	4,914	30,117
<b>Totals</b>	<b>297,571</b>	<b>53,140</b>	<b>19,110</b>	<b>369,821</b>
<b>Market Penetration</b>	<b>19.8%</b>	<b>15.7%</b>	<b>7.4%</b>	<b>17.6%</b>

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



**Table III**

**HMO RURAL COMMERCIAL ENROLLMENT BY COUNTY  
June 30, 2005**

<b>County</b>	<b>Aetna</b>	<b>Health Plan Nevada</b>	<b>HMO Nevada</b>	<b>Hometown Health</b>	<b>NevadaCare</b>	<b>PacifiCare</b>	<b>St. Mary's HealthFirst</b>	<b>County Total</b>
Carson City	0	43	1,907	1,648	0	70	3,842	7,510
Churchill	0	17	30	453	0	5	0	505
Douglas	0	25	744	1,013	0	109	533	2,424
Elko	0	9	183	174	0	0	0	366
Esmeralda	0	11	0	0	0	2	0	13
Eureka	0	0	2	66	0	1	0	69
Humboldt	0	1	64	248	0	67	0	380
Lander	0	1	2	122	0	60	0	185
Lincoln	0	125	3	0	0	1	0	129
Lyon	0	219	784	1,419	0	64	424	2,910
Mineral	0	0	20	177	0	0	0	197
Nye	87	3,467	7	0	118	382	0	4,061
Pershing	0	0	1	0	0	0	0	1
Storey	0	2	10	48	0	0	115	175
White Pine	0	26	91	0	0	0	0	117
Undefined	0	0	68	0	0	0	0	68
<b>TOTAL</b>	<b>87</b>	<b>3,946</b>	<b>3,916</b>	<b>5,368</b>	<b>118</b>	<b>761</b>	<b>4,914</b>	<b>19,110</b>

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

**Table IV**  
**HMO COMMERCIAL ENROLLMENT TRENDS**  
**June 30, 2005**

<b>Health Plan</b>	<b>Enrollment June 30, 2005</b>	<b>Enrollment June 30, 2004</b>	<b>Difference</b>	<b>Percentage Change</b>
Aetna, Inc.	10,372	11,945	-1,573	-13.2%
Health Plan of Nevada	245,073	215,632	29,441	13.7%
HMO Nevada	10,884	2,881	8,003	277.8%
Hometown Health	21,512	20,470	1,042	5.1%
NevadaCare, Inc.	13,327	19,329	-6,002	-31.1%
PacifiCare of Nevada, Inc.	38,536	26,453	12,083	45.7%
Saint Mary's HealthFirst	30,117	28,781	1,336	4.6%
<b>Totals</b>	369,821	325,491	44,330	13.6%

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

**Table V**

**HMO MEDICARE ENROLLMENT  
by Geographic Area  
June 30, 2005**

<b>Health Plan</b>	<b>Clark County</b>	<b>Washoe County</b>	<b>Rural Counties</b>	<b>Total Medicare</b>
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	45,041	4,419	5,252	54,712
HMO Nevada	-	-	-	-
Hometown Health	-	4,946	-	4,946
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	26,032	-	172	26,204
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	<b>71,073</b>	<b>9,365</b>	<b>5,424</b>	<b>85,862</b>
<b>Market Penetration</b>	<b>38.8%</b>	<b>23.8%</b>	<b>12.7%</b>	<b>32.4%</b>

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

**Table VI**  
**HMO RURAL MEDICARE ENROLLMENT BY COUNTY**  
**June 30, 2005**

<b>County</b>	<b>Aetna</b>	<b>Health Plan Nevada</b>	<b>HMO Nevada</b>	<b>Hometown Health</b>	<b>NevadaCare</b>	<b>PacifiCare</b>	<b>St. Mary's HealthFirst</b>	<b>County Total</b>
Carson City	-	21	-	-	-	-	-	21
Churchill	-	3	-	-	-	-	-	3
Douglas	-	5	-	-	-	-	-	5
Elko	-	0	-	-	-	-	-	0
Esmeralda	-	27	-	-	-	-	-	27
Eureka	-	0	-	-	-	-	-	0
Humboldt	-	3	-	-	-	-	-	3
Lander	-	0	-	-	-	-	-	0
Lincoln	-	0	-	-	-	-	-	0
Lyon	-	889	-	-	-	-	-	889
Mineral	-	83	-	-	-	-	-	83
Nye	-	4,219	-	-	-	172	-	4,391
Pershing	-	0	-	-	-	-	-	0
Storey	-	0	-	-	-	-	-	0
White Pine	-	2	-	-	-	-	-	2
Undefined	-	0	-	-	-	-	-	0
<b>TOTAL</b>	<b>0</b>	<b>5,252</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>172</b>	<b>0</b>	<b>5,424</b>

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

**Table VII**  
**HMO MEDICARE ENROLLMENT TRENDS**  
**June 30, 2005**

<b>Health Plan</b>	<b>Enrollment June 30, 2005</b>	<b>Enrollment June 30, 2004</b>	<b>Difference</b>	<b>Percent Change</b>
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	54,712	52,228	2,484	4.8%
HMO Nevada	-	-	-	-
Hometown Health	4,946	5,018	-72	-1.4%
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	26,204	25,093	1,111	4.4%
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	85,862	82,339	3,523	4.3%

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

**Table VIII**

**HMO MEDICAID ENROLLMENT  
by Geographic Area  
June 30, 2005**

<b>Health Plan</b>	<b>Clark County</b>	<b>Washoe County</b>	<b>Rural Counties</b>	<b>Total Medicaid</b>
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	33,090	6,342	27	39,459
HMO Nevada	-	-	-	-
Hometown Health	-	-	-	-
NevadaCare, Inc.	37,831	4,713	0	42,544
PacifiCare of Nevada, Inc.	-	-	-	-
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	70,921	11,055	27	82,003
<b>Market Penetration</b>	55.4%	44.6%	0.1%	46.7%

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**  
**June 30, 2005**

<b>Health Plan</b>	<b>Enrollment June 30, 2005</b>	<b>Enrollment June 30, 2004</b>	<b>Difference</b>	<b>Percent Change</b>
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	39,459	40,972	-1,513	-3.7%
HMO Nevada	-	-	-	-
Hometown Health	-	-	-	-
NevadaCare, Inc.	42,544	49,538	-6,994	-14.1%
PacifiCare of Nevada, Inc.	-	-	-	-
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	82,003	90,510	-8,507	-9.4%

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

**Table X**

**HMO NEVADA CHECK-UP ENROLLMENT  
by Geographic Area  
June 30, 2005**

<b>Health Plan</b>	<b>Clark County</b>	<b>Washoe County</b>	<b>Rural Counties</b>	<b>Total Check-Up</b>
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	11,325	1,196	1	12,522
HMO Nevada	-	-	-	-
Hometown Health	-	-	-	-
NevadaCare, Inc.	8,079	3,170	0	11,249
PacifiCare of Nevada, Inc.	-	-	-	-
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	<b>19,404</b>	<b>4,366</b>	<b>1</b>	<b>23,771</b>

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



**Table XI**

**TOTAL HMO MARKET PENETRATION  
by County, June 30, 2005**

<b>County</b>	<b>Commercial Market Penetration</b>	<b>Medicare Market Penetration</b>	<b>Medicaid Market Penetration</b>
Clark	19.8%	38.8%	55.4%
Washoe	15.7%	23.8%	44.6%
Carson City	16.7%	0.3%	*
Churchill	2.2%	0.1%	*
Douglas	6.3%	0.1%	*
Elko	0.9%	0.0%	*
Esmeralda	1.5%	13.8%	*
Eureka	5.6%	0.0%	*
Humboldt	2.6%	0.2%	*
Lander	4.0%	0.0%	*
Lincoln	4.5%	0.0%	*
Lyon	7.8%	14.0%	*
Mineral	5.7%	8.3%	*
Nye	13.5%	56.1%	*
Pershing	0.0%	0.0%	*
Storey	5.6%	0.0%	*
White Pine	1.9%	0.1%	*
<b>Statewide TOTALS</b>	17.6%	32.4%	46.7%

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  
June 30, 2005**

<b>Health Plan</b>	<b>Clark County</b>	<b>Washoe County</b>	<b>Rural Counties</b>	<b>Total Enrollment</b>
Aetna, Inc.	-	-	-	-
Health Plan of NV/Sierra Hlth & Life	23,425	1,969	2,030	27,424
HMO Nevada	DNR	DNR	DNR	241,385
Hometown Health	391	59,261	4,217	63,869
NevadaCare/Summerlin Life&Hlth	7,979	254	445	8,678
PacifiCare of Nevada, Inc.	4,342	881	611	5,834
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	<b>36,137</b>	<b>62,365</b>	<b>7,303</b>	<b>347,190</b>

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

**TABLE XIII****PPO ENROLLMENT TRENDS by HEALTH PLAN  
June 30, 2005**

<b>Health Plan</b>	<b>Enrollment June 30, 2005</b>	<b>Enrollment June 30, 2004</b>	<b>Difference</b>	<b>Percent Change</b>
Aetna, Inc.	-	-	-	-
Health Plan of Nevada	27,424	24,793	2,631	10.6%
HMO Nevada	241,385	277,825	-36,440	-13.1%
Hometown Health	63,869	61,791	2,078	3.4%
NevadaCare, Inc.	8,678	3,435	5,243	152.6%
PacifiCare of Nevada, Inc.	5,834	9,050	-3,216	-35.5%
Saint Mary's HealthFirst	-	-	-	-
<b>Totals</b>	<b>347,190</b>	<b>376,894</b>	<b>-29,704</b>	<b>-7.9%</b>

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 III

PacifiCare Column – Douglas County total includes enrolled members 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 NSWDC. 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.

Hometown Health enrollment numbers for Washoe County may include enrollment from other counties

PacifiCare Life enrollment numbers include both insured and self-funded plans.