
NEVADA HMO INDUSTRY PROFILE

THIRD QUARTER REPORT

July 1, 2004 through September 30, 2004

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

**Kenny Guinn, Governor
Michael J. Willden, Director
Department of Human Resources**

**Alex Haartz, Administrator
Nevada State Health Division**

NEVADA HMO INDUSTRY PROFILE

THIRD QUARTER REPORT

July 1, 2004 through September 30, 2004

**Compiled by
Lynn O'Mara
Health Resource Analyst**

**Bureau of Health Planning and Statistics
Emil DeJan, Bureau Chief
Nevada State Health Division
Department of Human Resources
State of Nevada**

**Please direct any comments or suggestions to:
Bureau of Health Planning and Statistics
Nevada State Health Division
505 E. King Street, Room 102
Carson City, NV 89701-4749**

Office Phone: (775) 684-4218

Fax: (775) 684-4156

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 2004 HMO Activity Highlights

- This third quarter report of 2004 (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>

Table I

**PROFILE OF NEVADA LICENSED HMOS
Enrollment for Quarter Ending: September 30, 2004**

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 11/01.	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: 11,543 Medicare: - Medicaid: - NV Check-Up: - Total: 11,543 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 5/03.	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: 222,236 Medicare: 52,938 Medicaid: 41,320 NV Check-Up: 10,038 Total: 326,532 PPO Total: 25,576
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: 8,611 Medicare: - Medicaid: - NV Check-Up: - Total: 8,611 PPO Total: 281,861

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: 20,695 Medicare: 5,278 Medicaid: - NV Check-Up: - Total: 25,973 PPO Total: 63,206
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: 18,593 Medicare: - Medicaid: 47,995 NV Check-Up: 10,575 Total: 77,163 PPO Total: 5,546
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 State Quality Exam: HCFA 2/00	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: 30,184 Medicare: 25,819 Medicaid: - NV Check-Up: - Total: 56,003 PPO Total: 7,910

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: 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: 29,280 Medicare: - Medicaid: - NV Check-Up: - Total: 29,280 PPO Total: -

<u>Nevada State Totals:</u>	<u>Enrollment</u>	<u>Market Penetration*</u>
Commercial:	341,142	18.5%
Medicare:	84,035	39.0%
Medicaid:	89,315	50.6%
NV Check-Up	20,613	
Total Enrollment:	535,105	

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, 2004**

Health Plan	Clark County	Washoe County	Rural Counties	Total Commercial
Aetna US Healthcare	10,644	694	205	11,543
Health Plan of Nevada	213,571	5,274	3,391	222,236
HMO Nevada	2,037	3,239	3,335	8,611
Hometown Health Plan	0	17,737	2,958	20,695
NevadaCare, Inc.	18,212	239	142	18,593
PacifiCare of Nevada, Inc.	29,615	49	520	30,184
St. Mary's Health First	0	24,891	4,389	29,280
Totals	274,079	52,123	14,940	341,142
Market Penetration	21.5%	17.8%	5.4%	18.5%

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

Table III

**HMO RURAL COMMERCIAL ENROLLMENT BY COUNTY
September 30, 2004**

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's Health First	County Total
Carson City	13	33	1,589	1,484	0	52	3,736	6,907
Churchill	3	13	18	0	0	5	0	39
Douglas	7	21	724	846	0	66	226	1,890
Elko	1	4	152	8	0	0	0	165
Esmeralda	4	13	0	0	0	0	0	17
Eureka	0	0	4	49	0	0	0	53
Humboldt	0	2	69	25	0	54	0	150
Lander	0	0	0	0	0	38	0	38
Lincoln	0	126	4	0	0	1	0	131
Lyon	3	139	606	312	0	42	317	1,419
Mineral	2	0	19	163	0	0	0	184
Nye	171	3,021	2	0	142	262	0	3,598
Pershing	0	0	0	0	0	0	0	0
Storey	0	3	9	71	0	0	110	193
White Pine	1	16	91	0	0	0	0	108
Undefined	0	0	48	0	0	0	0	48
TOTAL	205	3,391	3,335	2,958	142	520	4,389	14,940

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

Table IV
HMO COMMERCIAL ENROLLMENT TRENDS
September 30, 2004

Health Plan	Enrollment September 30, 2004	Enrollment September 30, 2003	Difference	Percentage Change
Aetna US Healthcare	11,543	13,993	-2,450	-17.5%
Health Plan of Nevada	222,236	198,278	23,958	12.1%
HMO Nevada	8,611	3,162	5,449	172.3%
Hometown Health Plan	20,695	28,000	-7,305	-26.1%
NevadaCare, Inc.	18,593	19,541	-948	-4.9%
PacifiCare of Nevada, Inc.	30,184	23,323	6,861	29.4%
St. Mary's HealthFirst	29,280	30,082	-802	-2.7%
Totals	341,142	316,379	24,763	7.8%

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

Table V

**HMO MEDICARE ENROLLMENT
by Geographic Area
September 30, 2004**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicare
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	43,769	4,228	4,941	52,938
HMO Nevada	-	-	-	-
Hometown Health Plan	-	5,278	-	5,278
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	25,819	-	-	25,819
St. Mary's Health First	-	-	-	-
Totals	69,588	9,506	4,941	84,035
Market Penetration	48.1%	25.7%	14.6%	39.0%

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

Table VI
HMO RURAL MEDICARE ENROLLMENT BY COUNTY
September 30, 2004

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's HealthFirst	County Total
Carson City	-	26	-	-	-	-	-	26
Churchill	-	1	-	-	-	-	-	1
Douglas	-	4	-	-	-	-	-	4
Elko	-	1	-	-	-	-	-	1
Esmeralda	-	26	-	-	-	-	-	26
Eureka	-	0	-	-	-	-	-	0
Humboldt	-	1	-	-	-	-	-	1
Lander	-	0	-	-	-	-	-	0
Lincoln	-	1	-	-	-	-	-	1
Lyon	-	855	-	-	-	-	-	855
Mineral	-	72	-	-	-	-	-	72
Nye	-	3,949	-	-	-	-	-	3,949
Pershing	-	0	-	-	-	-	-	0
Storey	-	0	-	-	-	-	-	0
White Pine	-	5	-	-	-	-	-	5
Undefined	-	0	-	-	-	-	-	0
TOTAL	0	4,941	0	0	0	0	0	4,941

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

Table VII
HMO MEDICARE ENROLLMENT TRENDS
September 30, 2004

Health Plan	Enrollment September 30, 2004	Enrollment September 30, 2003	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	52,938	47,007	5,931	12.6%
HMO Nevada	-	-	-	-
Hometown Health Plan	5,278	6,147	-869	-14.1%
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	25,819	28,853	-3,034	-10.5%
St. Mary's Health First	-	-	-	-
Totals	84,035	82,007	2,028	2.5%

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

Table VIII

**HMO MEDICAID ENROLLMENT
by Geographic Area
September 30, 2004**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicaid
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	34,427	6,849	44	41,320
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	42,339	5,656	0	47,995
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	76,766	12,505	44	89,315
Market Penetration	59.6%	49.8%	0.2%	50.6%

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, 2004

Health Plan	Enrollment September 30, 2004	Enrollment September 30, 2003	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	41,320	31,007	10,313	33.3%
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	47,995	44,945	3,050	6.8%
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	89,315	75,952	13,363	17.6%

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

Table X

**HMO NEVADA CHECK-UP ENROLLMENT
by Geographic Area
September 30, 2004**

Health Plan	Clark County	Washoe County	Rural Counties	Total Check-Up
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	9,250	784	4	10,038
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	7,269	3,306	0	10,575
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	16,519	4,090	4	20,613

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

Table XI

**TOTAL HMO MARKET PENETRATION
by County, September 30, 2004**

County	Commercial Market Penetration	Medicare Market Penetration	Medicaid Market Penetration
Clark	21.5%	48.1%	59.6%
Washoe	17.8%	25.7%	49.8%
Carson City	14.7%	0.0%	*
Churchill	0.2%	0.0%	*
Douglas	4.8%	0.0%	*
Elko	0.3%	0.0%	*
Esmeralda	1.3%	0.0%	*
Eureka	3.3%	N/A	*
Humboldt	0.9%	0.0%	*
Lander	0.6%	N/A	*
Lincoln	3.5%	0.0%	*
Lyon	4.5%	0.0%	*
Mineral	3.4%	0.0%	*
Nye	11.3%	0.0%	*
Pershing	0.0%	0.0%	*
Storey	5.4%	0.0%	*
White Pine	1.1%	0.0%	*
Statewide TOTALS	18.5%	39.0%	50.6%

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, 2004**

Health Plan	Clark County	Washoe County	Rural Counties	Total Enrollment
Aetna US Healthcare	-	-	-	-
Health Plan of NV/Sierra Hlth & Life	21,818	1,895	1,863	25,576
HMO Nevada	DNR	DNR	DNR	281,861
Hometown Health Plan	328	60,066	2,812	63,206
NevadaCare/Summerlin Life&Hlth	5,032	170	344	5,546
PacifiCare of Nevada, Inc.	4,878	1,585	1,447	7,910
St. Mary's Health First	-	-	-	-
Totals	32,056	63,716	6,466	384,099

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

TABLE XIII**PPO ENROLLMENT TRENDS by HEALTH PLAN
September 30, 2004**

Health Plan	Enrollment September 30, 2004	Enrollment Seotember 30, 2003	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	25,576	22,703	2,873	12.7%
HMO Nevada	281,861	44,096	237,765	539.2%
Hometown Health Plan	63,206	48,796	14,410	29.5%
NevadaCare, Inc.	5,546	0	5,546	*
PacifiCare of Nevada, Inc.	7,910	5,864	2,046	34.9%
St. Mary's Health First	-	-	-	-
Totals	384,099	121,459	262,640	216.2%

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 (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 NSWDR Report WL-00427. The statewide totals were compiled by NSWDR from caseload reports for April, May, and June 2003 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 October, November, and December 2003.

- 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 second 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.