
NEVADA HMO INDUSTRY PROFILE

FOURTH QUARTER REPORT

October 1, 2002 through December 30, 2002

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

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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). 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.

Fourth Quarter 2002 HMO Activity Highlights

- This fourth 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: 22,833 Medicare: - Medicaid: - NV Check-Up: - Total: 22,833 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: 186,711 Medicare: 47,761 Medicaid: 28,271 NV Check-Up: 8,394 Total: 271,137 PPO Total: 21,870
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: 1,594 Medicare: - Medicaid: - NV Check-Up: - Total: 1,594 PPO Total: 40,022

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. 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: Medicare: Medicaid: NV Check-Up: Total: PPO Total:	29,089 6,052 - - 35,141 42,347
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:	21,342 - 44,801 11,897 78,040 -
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:	24,952 27,971 - - 52,923 2,214

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: 30,212 Medicare: - Medicaid: - NV Check-Up: - Total: 30,212 PPO Total: -

<u>Nevada State Totals:</u>	<u>Enrollment</u>	<u>Market Penetration*</u>
Commercial:	316,733	17.2%
Medicare:	81,784	38.0%
Medicaid:	73,072	44.8%
NV Check-Up	20,291	
Total Enrollment:	491,880	

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
December 31, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Commercial
Aetna US Healthcare	21,537	1,162	134	22,833
Health Plan of Nevada	178,184	5,655	2,872	186,711
HMO Nevada	895	515	184	1,594
Hometown Health Plan		25,691	3,398	29,089
NevadaCare, Inc.	21,114	228	-	21,342
PacifiCare of Nevada, Inc.	24,609	0	343	24,952
St. Mary's Health First	-	25,606	4,606	30,212
Totals	246,339	58,857	11,537	316,733
Market Penetration	19.3%	20.1%	4.2%	17.2%

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

Table III

**HMO RURAL COMMERCIAL ENROLLMENT BY COUNTY
December 31, 2002**

County	Aetna	Health Plan Nevada	HMO Nevada	Hometown Health	NevadaCare	PacifiCare	St. Mary's Health First	County Total
Carson City	-	64	35	2,180	-	181	3,590	6,050
Churchill	-	15	0	-	-	-	-	15
Douglas	-	17	99	637	-	162	392	1,307
Elko	-	4	0	11	-	-	-	15
Esmeralda	-	19	0	-	-	-	-	19
Eureka	-	0	0	-	-	-	-	0
Humboldt	-	4	0	103	-	-	-	107
Lander	-	0	0	-	-	-	-	0
Lincoln	-	70	0	-	-	-	-	70
Lyon	-	197	25	303	-	-	510	1,035
Mineral	-	19	0	164	-	-	-	183
Nye	134	2,455	0	-	-	-	-	2,589
Pershing	-	0	0	0	-	-	-	0
Storey	-	6	0	-	-	-	114	120
White Pine	-	2	0	-	-	-	-	2
Undefined	-	-	25	0	-	-	-	25
TOTAL	134	2,872	184	3,398	0	343	4,606	11,537

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

Table IV
HMO COMMERCIAL ENROLLMENT TRENDS
December 31, 2002

Health Plan	Enrollment December 31, 2002	Enrollment December 31, 2001	Difference	Percentage Change
Aetna US Healthcare	22,833	45,117	-22,284	-49.4%
Health Plan of Nevada	186,711	167,672	19,039	11.4%
HMO Nevada	1,594	1,341	253	18.9%
Hometown Health Plan	29,089	27,706	1,383	5.0%
NevadaCare, Inc.	21,342	24,455	-3,113	-12.7%
PacifiCare of Nevada, Inc.	24,952	38,739	-13,787	-35.6%
St. Mary's HealthFirst	30,212	30,975	-763	-2.5%
Totals	316,733	336,005	-19,272	-5.7%

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

Table V

**HMO MEDICARE ENROLLMENT
by Geographic Area
December 31, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicare
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	39,764	3,586	4,411	47,761
HMO Nevada	-	-	-	-
Hometown Health Plan	-	6,052	-	6,052
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	27,971	-	-	27,971
St. Mary's Health First	-	-	-	-
Totals	67,735	9,638	4,411	81,784
Market Penetration	46.9%	26.1%	13.1%	38.0%

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

Table VI
HMO RURAL MEDICARE ENROLLMENT BY COUNTY
December 31, 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	-	27	-	-	-	-	-	27
Eureka	-	0	-	-	-	-	-	0
Humboldt	-	0	-	-	-	-	-	0
Lander	-	0	-	-	-	-	-	0
Lincoln	-	1	-	-	-	-	-	1
Lyon	-	822	-	-	-	-	-	822
Mineral	-	74	-	-	-	-	-	74
Nye	-	3,457	-	-	-	-	-	3,457
Pershing	-	1	-	-	-	-	-	1
Storey	-	1	-	-	-	-	-	1
White Pine	-	2	-	-	-	-	-	2
Undefined	-	-	-	-	-	-	-	0
TOTAL	0	4,411	0	0	0	0	0	4,411

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

Table VII

**HMO MEDICARE ENROLLMENT TRENDS
December 31, 2002**

Health Plan	Enrollment December 31, 2002	Enrollment December 31 2001	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	47,761	45,162	2,599	5.8%
HMO Nevada	-	-	-	-
Hometown Health Plan	6,052	6,247	-195	-3.1%
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	27,971	31,632	-3,661	-11.6%
St. Mary's Health First	-	-	-	-
Totals	81,784	83,041	-1,257	-1.5%

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

Table VIII

**HMO MEDICAID ENROLLMENT
by Geographic Area
December 31, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Medicaid
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	28,247	9	15	28,271
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	43,140	1,661	0	44,801
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	71,387	1,670	15	73,072
Market Penetration	60.6%	7.0%	0.1%	44.8%

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
December 31, 2002

Health Plan	Enrollment December 31, 2002	Enrollment December 31, 2001	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	28,271	27,044	1,227	4.5%
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	44,801	36,840	7,961	21.6%
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	73,072	63,884	9,188	14.4%

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

Table X

**HMO NEVADA CHECK-UP ENROLLMENT
by Geographic Area
December 31, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Check-Up
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	8,387	0	7	8,394
HMO Nevada	-	-	-	-
Hometown Health Plan	-	-	-	-
NevadaCare, Inc.	7,726	4,171	-	11,897
PacifiCare of Nevada, Inc.	-	-	-	-
St. Mary's Health First	-	-	-	-
Totals	16,113	4,171	7	20,291

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	19.3%	46.9%	60.6%
Washoe	20.1%	26.1%	7.0%
Carson City	12.9%	0.0%	*
Churchill	0.1%	0.0%	*
Douglas	3.3%	0.0%	*
Elko	0.0%	0.0%	*
Esmeralda	1.4%	0.0%	*
Eureka	0.0%	N/A	*
Humboldt	0.6%	0.0%	*
Lander	0.0%	N/A	*
Lincoln	1.9%	0.0%	*
Lyon	3.3%	0.0%	*
Mineral	3.3%	0.0%	*
Nye	8.1%	0.0%	*
Pershing	0.0%	0.0%	*
Storey	3.4%	0.0%	*
White Pine	0.0%	0.0%	*
Statewide TOTALS	17.2%	38.0%	44.8%

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
December 31, 2002**

Health Plan	Clark County	Washoe County	Rural Counties	Total Enrollment
Aetna US Healthcare	-	-	-	-
Health Plan of NV/Sierra Hlth & Life	17,951	1,338	2,581	21,870
HMO Nevada	21,311	7,306	11,405	40,022
Hometown Health Plan	0	38,887	3,460	42,347
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	1,792	402	20	2,214
St. Mary's Health First	-	-	-	-
Totals	41,054	47,933	17,466	106,453

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

TABLE XIII**PPO ENROLLMENT TRENDS by HEALTH PLAN
December 31, 2002**

Health Plan	Enrollment December 31, 2002	Enrollment December 31, 2001	Difference	Percent Change
Aetna US Healthcare	-	-	-	-
Health Plan of Nevada	21,870	22,042	-172	-0.8%
HMO Nevada	40,022	31,854	8,168	0.0%
Hometown Health Plan	42,347	9,991	32,356	323.9%
NevadaCare, Inc.	-	-	-	-
PacifiCare of Nevada, Inc.	2,214	5	2,209	44180.0%
St. Mary's Health First	-	-	-	-
Totals	106,453	63,892	42,561	66.6%

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 October, November, and December, 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 October, November, and December, 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.