

Total Potential Remuneration Survey

Increased healthcare competition, operational efficiencies, regulatory uncertainties, decreased uninsured rates and evolving customer expectations are only some factors influencing talent within the health insurance industry. Health insurers must have relevant and timely information to respond to the shifting dynamics and anticipate talent needs. The Health Insurance Industry Executive & Management Total Potential Remuneration Survey is the leading source of comprehensive compensation and benefits data for health insurers. This Survey provides a comprehensive picture of the total compensation package for executives and management in the health insurance industry.

PAST PARTICIPANTS

- ▶ Arkansas Blue Cross Blue Shield
- ▶ Blue Cross Blue Shield of Alabama
- ▶ Blue Cross Blue Shield of Arizona
- ▶ Blue Shield of California
- ▶ Blue Cross of Idaho Health Service
- ▶ Blue Cross and Blue Shield of Kansas
- ▶ Blue Cross Blue Shield of Kansas City
- ▶ Blue Cross and Blue Shield of Massachusetts
- ▶ Blue Cross Blue Shield of Nebraska
- ▶ Blue Cross & Blue Shield of Rhode Island
- ▶ Blue Cross and Blue Shield of Tennessee
- ▶ Capital Blue Cross
- ▶ CareFirst
- ▶ Catholic Health Initiatives
- ▶ Commonwealth Care Alliance
- ▶ Elevance Health (formerly Anthem)
- ▶ Excellus BlueCross BlueShield
- ▶ Florida Blue
- ▶ Geisinger Health Plans
- ▶ Hawaii Medical Service Association
- ▶ Health Care Service Corporation
- ▶ Highmark Blue Cross and Blue Shield
- ▶ Horizon Blue Cross Blue Shield of New Jersey
- ▶ Humana
- ▶ Independence Blue Cross
- ▶ Molina Healthcare
- ▶ Point32Health
- ▶ SCAN Health Plan
- ▶ Spectrum Health
- ▶ UnitedHealth Group

SURVEY VALUE

The Total Potential Remuneration Survey represents a deep dive into executive compensation. It covers more levels, more topics, more details than other surveys and it answers more questions.

- ▶ What should the overall pay package for top executives be worth?
- ▶ How much pay should be at risk?
- ▶ What performance metrics should be considered for our incentive plan?
- ▶ How much should we pay if our CEO retires?
- ▶ What type of plans do other firms utilize?
- ▶ What elements of pay should be included in our severance plan or change of control agreements?
- ▶ Are we in line with the benefits and perks other companies offer their executives?
- ▶ ...and more.

SURVEY TOPICS & DETAILS

Comprehensive Market Intelligence

- ▶ Complete compensation/remuneration levels, including:
 - Base salary¹
 - Annual and long-term incentives
 - Potential value of benefits and perquisites²
 - Potential value of employment, severance and change-of-control agreements²
- ▶ Compensation and benefit practices, including:
 - Executive perquisites and benefits
 - Employment, severance and change of control agreements
 - Annual and long-term incentive plan design
- ▶ Calibration of pay by organizational size
- ▶ Human capital metrics
- ▶ Custom data reporting are available
- ▶ Webinars/roundtables

¹ Data collected for all positions

² Data collected for a select group of 10 positions

A Sample of Jobs Covered

- ▶ Actuarial
- ▶ Audit
- ▶ Chief Data Analytics Officer
- ▶ Chief Executive Officer
- ▶ Chief Medical Officer
- ▶ Chief Operating Officer
- ▶ Claims
- ▶ Communications
- ▶ Corporate, Government and Public Affairs
- ▶ Customer Service
- ▶ Financial
- ▶ Geographic Business Unit
- ▶ Government Operations (Medicare, Medicaid)
- ▶ Health Services
- ▶ Healthcare Informatics
- ▶ Human Resources
- ▶ Information Systems
- ▶ Legal/General Counsel
- ▶ Managed Care
- ▶ Medicare/Medicaid
- ▶ Membership and Billing
- ▶ Network Management
- ▶ Pharmacy
- ▶ Primary Care Medical Home (PCMH)
- ▶ Retail Market Dev. and Consumerism
- ▶ Sales and Marketing
- ▶ Service Operations
- ▶ Strategic Business Unit
- ▶ Underwriting

SURVEY COST & HOW TO PARTICIPATE

[Complete the Survey Registration Form to participate.](#)

Survey results are available to participants only; see pricing guide below for details.

	Participate by April 15 ³	Participate by April 30
Base fee for participants	\$2,995	\$3,250
Discount for continued year-over-year participants	\$400	
Total fee for continued year-over-year participation	\$2,595	\$2,850

³ Must submit fully completed survey questionnaire and pay first installment invoice per terms.

This pricing structure is intended to benefit all survey participants in an effort to have as consistent database as possible for meaningful year-over-year comparisons. This pricing also covers the additional time needed to ensure new/returning participants complete the survey questionnaire and match the survey jobs correctly. Once you are an annual participant, you realize a significant price discount.

SURVEY TIMEFRAME

- ▶ **Questionnaires Distributed:** March 1
- ▶ **Completed Questionnaires Due:** April 30
- ▶ **Report Publication:** August

"We have been a participant in The Health Insurance Executive Total Potential Remuneration Survey for 13 years. The survey is excellently administered and regularly updated based on the needs of participants and changes in the industry. We use the survey every year as a key source of market benchmark data for our executive compensation program. I highly encourage health insurance and related organizations to participate."

RICHARD COOPER

Previous VP of Human Resources, Arkansas Blue Cross Blue Shield

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