

## Health Insurance Industry Executive & Management

# TOTAL POTENTIAL REMUNERATION SURVEY

Increased healthcare competition, operational efficiencies, regulatory uncertainties, 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 and Blue Shield
- ▶ Blue Cross Blue Shield of Alabama
- ▶ Blue Cross Blue Shield of Arizona
- ▶ Blue Shield of California
- ▶ Blue Cross and Blue Shield of Kansas
- ▶ Blue Cross Blue Shield of Kansas City
- ▶ Blue Cross and Blue Shield of Louisiana
- ▶ Blue Cross and Blue Shield of Massachusetts
- ▶ Blue Cross and Blue Shield of Michigan
- ▶ Blue Cross and Blue Shield of Minnesota
- ▶ Blue Cross Blue Shield of Nebraska
- ▶ Blue Cross Blue Shield of North Carolina
- ▶ Blue Cross & Blue Shield of Rhode Island
- ▶ Blue Cross and Blue Shield of Tennessee
- ▶ Blue Cross of Idaho Health Service Inc.
- ▶ Blue Cross of Northeastern PA (now part of Highmark)
- ▶ Cambia Health Solutions
- ▶ Capital Blue Cross
- ▶ CareFirst, Inc.
- ▶ Catholic Health Initiatives
- ▶ Commonwealth Care Alliance
- ▶ Excellus BlueCross BlueShield
- ▶ Florida Blue
- ▶ Geisinger Health Plans
- ▶ Hawaii Medical Service Association
- ▶ Health Care Service Corporation
- ▶ HealthNow New York
- ▶ Highmark Blue Cross and Blue Shield
- ▶ Horizon Blue Cross Blue Shield of New Jersey
- ▶ Independence Blue Cross
- ▶ Molina Healthcare, Inc.
- ▶ Noridian - Blue Cross and Blue Shield
- ▶ 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 salary<sup>1</sup>
  - Annual and long-term incentives at actual, minimum, target and maximum<sup>1</sup>
  - Potential value of benefits and perquisites<sup>2</sup>
  - Potential value of employment, severance and change-of-control agreements<sup>2</sup>
- ▶ Compensation and benefit practices, including:
  - Executive perquisites and benefits (SERPs, deferred compensation, etc.)
  - Employment, severance and change of control agreements
  - Annual and long-term incentive plan design
- ▶ Calibration of pay by organizational size
- ▶ Custom Data Reporting:
  - Custom peer group cuts are available
- ▶ Webinars/roundtables – connect with peers and stay abreast of key industry issues!

<sup>1</sup> Data collected for all positions

<sup>2</sup> Data collected for a select group of 10 positions

### SURVEY COST & HOW TO PARTICIPATE

To participate, click [here](#) to complete the Survey Registration form. Survey results are available only to participants, and cost \$2,850 less any applicable early or on-time submission discounts. Submit your completed survey questionnaire before April 1st to earn the Early Return Discount of \$500\*/on or before April 15th to earn the On-Time Discount of \$250\*.

\*Payment of initial invoice must be received within 60 days of invoice date or any early submission discount will be forfeited.

**Contact Judy Canavan, Compensation & Benefits Managing Director, at 215-636-5635 or [jcanavan@bdo.com](mailto:jcanavan@bdo.com) with any questions.**

### SURVEY TIMEFRAME

- ▶ **Questionnaires Distributed:** March 1
- ▶ **Completed Questionnaires Due:** April 15
- ▶ **Report Publication:** September

### A Sample of Jobs Covered

- ▶ Actuarial
- ▶ Audit
- ▶ Chief Data Analytics Officer
- ▶ Chief Executive Officer
- ▶ Chief Medical Officer
- ▶ Chief Operating Officer
- ▶ Claims
- ▶ Communications
- ▶ Corporate, Govt and Public Affairs
- ▶ Customer Service
- ▶ Financial
- ▶ Geographic Business Unit
- ▶ Government Ops (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

*"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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