

Anthem Individual Sales

Anthem introduced a new product, HealthChoice Plus, on July 1, 2012. While this product is generally less expensive, it has greater cost sharing for the coverage of benefits than Anthem's HealthChoice product. The rates for this new product reflect the 3:1 age band instead of the 2:1 applicable to HealthChoice policies that are renewing currently.

We received recent data from Anthem comparing 2011 and 2012's monthly sales figures. The overall sales for calendar years 2011 to 2012 are listed below. The Bureau also isolated sales for the period of July through December for 2011 and 2012 in order to evaluate the impact of the HealthChoice Plus product on sales. Both charts compare the number of new insured members and the number of contracts or policies sold and each comparison shows an increase in the number of contracts sold or members enrolled.

Enrollment as of 12/31/2010 was reported by Anthem for their individual market at 17,491. Enrollment decreased to 16,220 for 12/31/2011, but has increased to 16,575 for 9/30/2012 (the latest reporting date).

Anthem Individual Health Sales			
Comparison for Years 2011 and 2012			
	Calendar Year		
	<u>2011</u>	<u>2012</u>	<u>% Increase</u>
Member Sales	3,561	4,992	40.2%
Contract Sales	2,134	2,983	39.8%
	July - December		
	<u>2011</u>	<u>2012</u>	<u>% Increase</u>
Member Sales	1,708	2,781	62.8%
Contract Sales	1,059	1,686	59.2%