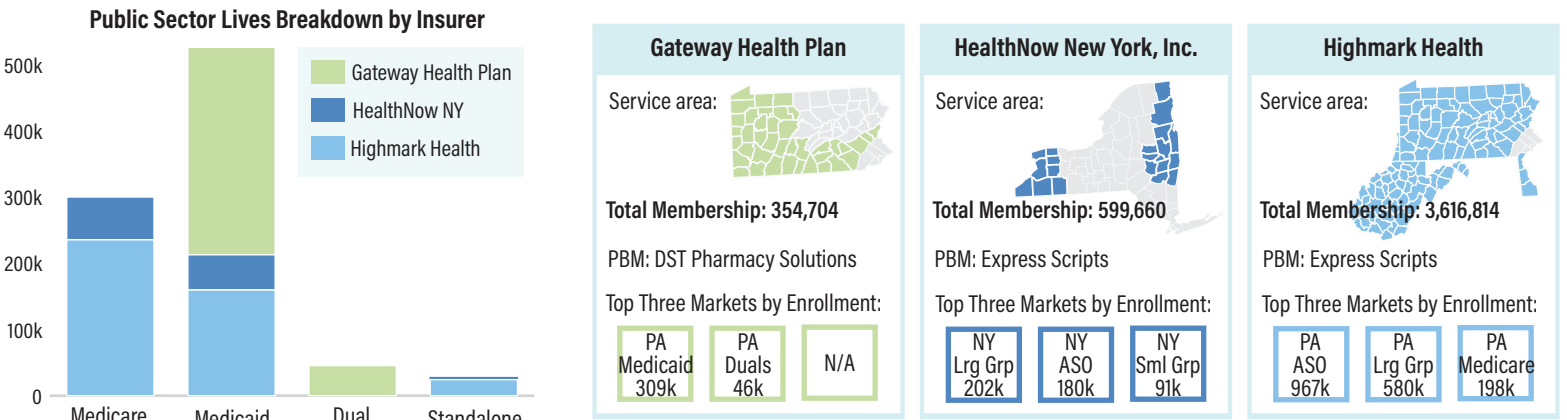


Highmark Expands Public-Sector Presence With Spate of Acquisitions

by Carina Belles

Pennsylvania Blues powerhouse Highmark Health completed a series of acquisitions in 2021 that stand to boost its public-sector membership by nearly 500,000 lives. First, in March, Highmark completed an affiliation deal with HealthNow New York Inc., the parent company of BlueCross BlueShield of Western New York and BlueShield of Northeastern New York, expanding its reach to the Empire State in several key markets, including Medicare Advantage. Then on Sept. 7, Highmark took full ownership of Gateway Health Plan, the third-largest Medicaid insurer in Pennsylvania. (Highmark originally held a 50% stake in the company). Gateway’s offerings will be rebranded as Highmark Wholecare. With these deals bringing its overall enrollment up to about 4.6 million lives, Highmark has become the fifth-largest Blues affiliate in the U.S., according to AIS’s Directory of Health Plans.



Pennsylvania Medicaid Market Overview		
Insurer	Enrollment	Market Share
AmeriHealth Caritas	839,865	29.6%
UPMC Health Plan	547,834	19.3%
Gateway Health Plan	313,032	11.0%
UnitedHealthcare	298,344	10.5%
Aetna	283,898	10.0%
Health Partners Plans	272,393	9.6%
Geisinger Health Plan	229,356	8.1%
Highmark Health	20,450	0.7%
Independence Blue Cross	17,558	0.6%
Capital BlueCross	12,986	0.5%

NOTES: CDPHP=Capital District Physicians’ Health Plan, Inc.

An additional 17 payers, including Highmark Health, each hold less than 1% market share in New York’s Medicare Advantage market.

SOURCE: DHP, AIS’s Directory of Health Plans., as of August 2021.

New York Medicare Advantage Market Overview		
Insurer	Enrollment	Market Share
UnitedHealthcare	394,354	23.1%
Healthfirst	214,357	12.5%
Aetna	196,664	11.5%
Centene Corp.	165,139	9.7%
Excellus BCBS	132,242	7.7%
EmblemHealth, Inc.	123,069	7.2%
Humana Inc.	101,935	6.0%
Anthem, Inc.	80,879	4.7%
Independent Health	64,589	3.8%
HealthNow New York	64,061	3.7%
MVP Health Care	60,138	3.5%
CDPHP	48,390	2.8%
Univera Healthcare	23,480	1.4%