REQUEST OF:

EMPIRE BLUE CROSS AND BLUE SHIELD

TO:

THE DEPARTMENT OF FINANCIAL SERVICES of the STATE OF NEW YORK

FOR APPROVAL OF COMMUNITY RATE CHANGES

Filed May 15, 2015
NARRATIVE SUMMARY
[DFS and policyholder – for public posting]

I. OVERVIEW

Empire Blue Cross and Blue Shield (Empire) has made an application to the Superintendent of Financial Services to adjust premium rates for health insurance available to small groups.

These groups’ employees and their covered dependents are combined, by long standing New York law, in what is known as a community rated pool. All members enrolled in the pool plans are guaranteed issuance of coverage and each contract holder is charged the same premium rate as any other contract holder for the health insurance product they select regardless of health status, age, sex, or other demographic factors other than the region of the State where they reside and family type.

In 2016, in compliance with federal regulation, the small group community pool will include groups with up to 100 employees. Prior New York law defined small groups as those with one to 50 eligible employees.

All medical, hospital, pharmacy, and other covered care and necessary administrative costs are combined, by law, in the pool in order to determine appropriate premium rates. These premium rates must support sufficient, sustainable revenue and reserves for both current and future coverage costs related to community pool products on a stand-alone basis. Current approved rates for Empire’s community pool products are inadequate for the rising costs incurred as provider charges continue to rise, utilization of services increases, and new taxes and fees are implemented.

The products specifically impacted by rate increases at this time are the small group products sold by Empire HealthChoice Assurance, Inc., (Empire’s insurance company; NAIC code number 55093) and Empire HealthChoice HMO, Inc. (Empire’s HMO company; NAIC code number 95433). These rate adjustments impact policies offered off-exchange (e.g., outside of the New York State of Health Marketplace). The actual rate increases requested are provided below. Empire's proposed rates are subject to review and approval by the New York Department of Financial Services (the Department), with the determination by the Department supported by sound actuarial assumptions and methods. The rate applications were filed with the Department on May 15, 2015 (SERFF numbers: AWLP-130065014 for Empire HealthChoice Assurance, Inc and AWLP-130065013 for Empire HealthChoice HMO, Inc). The actual rate increases approved will be communicated to the impacted parties upon completion of the Department's review and are scheduled to be effective January 1, 2016 upon group renewal.
Empire is required by New York State law to develop rates that are actuarially sound, assume at least 82% of premium revenue will be spent on health care costs, cover all claim costs, and also contribute to claims reserves. The percent of premium attributable to claims is essentially how much of the premium dollar is used to pay claims and is referred to as the Medical Loss Ratio (MLR). The actual MLR may vary over time based on changes in the amounts charged by hospitals, physicians, and other providers, as well as, the increase in health care trend or inflation and health care utilization by our members. Overall, Empire's historic MLR’s for small group policies have been substantially higher than the 82% statutory minimum. With the proposed rate adjustments, Empire's overall MLR is expected to remain above the 82% minimum allowable ratio. In the event Empire's MLR does not meet the required minimum, Empire will refund the difference to groups.

Empire has attempted to limit the rate increases to the lowest feasible level while preserving the financial integrity of the products. This rate action is intended to keep the rates at an adequate level to compensate for both anticipated utilization and the annual increases in the cost of medical care (See description of health care costs below).

Periodic rate adjustments are necessary to secure the ability of Empire, like any health insurer, to produce sufficient revenue and surplus for reserves to assure continued coverage and claim payments both for current healthcare needs and potential catastrophic cost situations. Empire's reserves vary from year to year based on actual healthcare costs incurred. Failing to meet the minimum statutory reserves will result in the insurer being deemed "impaired" under the New York Insurance Law. These reserves are the "insurance" that ensures payment even when costs run higher than anticipated or emergencies or disasters occur, and should not be used as an alternative fund to temporarily reduce rate adjustments.

In filing this rate application we are sensitive to the fact that businesses struggle to afford health insurance coverage and we are seeking the appropriate premium necessary, as determined by our actuaries, to maintain a viable health plan. In our sound actuarial judgment it is clear that an increase in premiums is critical to ensure the viability of these products. Failure to approve these rates will likely lead to even greater rate increases and fewer product offerings in the future as claim costs will eventually exceed premiums collected.

II. FACTORS CONTRIBUTING TO THE PROPOSED RATE INCREASE

Escalating Health Care Costs

The cost of health care services, equipment and products continues to be the primary reason for rate increases. Nationally, the growth in the cost of medical care continues to significantly outpace consumer inflation. Although health care spending growth has slowed in recent years, it is projected to grow faster than GDP over the next decade. A report by Price Waterhouse Coopers (PwC) projects health care costs to grow 6.8% in
Total medical cost for a typical American family of four increased 5.4% last year (2014/2013 data). The raw number annual increase of $1,185 is the largest recorded in the previous ten years. Nationally, hospital costs continue to rise, with an increase of 5.7% in inpatient care costs in 2014-2013, and an increase of 8.0% in outpatient costs. According to the Center for Medicare and Medicaid Services’ (CMS) National Health Expenditure Projections for 2012-2022, health care spending is projected to grow at a national average rate of 5.8% from 2012-2022, 1.0% faster than expected average annual growth in the Gross Domestic Product (GDP).

New analysis from the Commonwealth Fund reconfirms that rising medical costs are the greatest single driver of the need for health insurance premium increases. The authors of the report examined 113 rate filings that took effect from July 2013 to June 2014 for products covering at least 150 people. The authors found that medical costs were the main drivers of these increases, accounting for 83% and 78% of increases in the individual and small group markets, respectively. Moreover, while the medical trend growth rate has declined in recent years as compared to its historical growth levels, the American Academy of Actuaries has advised that this slowdown is attributable to the recent economic downtown and related emphasis on cost effective care, so there is “some uncertainty” whether this trend will continue in 2015.

Health care cost and spending trends reflect underlying changes in the demographics and health status of America’s population. The aging population is driving some of the increase – as people age they typically utilize more health services. Between 2010 and 2050, the population aged 65 and older is expected to double, as the “baby boomer” population ages and life expectancy continues to rise. As this population nears Medicare eligibility the proportion of the insured population at older ages increases, thus increasing average costs. Moreover, the country’s general declining health and the increase in obesity and other health concerns, even at younger ages, forces average costs upward.

Hospitals (inpatient and outpatient care) account for the largest share (45% to 55%) of the health care premium dollar in New York; a percentage that continues to grow. Factors driving this growth include increasing demand for care, rising costs to hospitals of the goods and services needed to provide care, growing intensity of care needs, and the shifting of costs of Medicaid and Medicare hospital reimbursement reductions to commercial insurers. As hospitals see higher and higher costs, and payments from Medicaid and Medicare do not keep pace, hospitals have demanded disproportionately higher and higher reimbursement from private insurers.

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1 Price Waterhouse Coopers (PwC) Health Research Institute, “Medical cost trend: Behind the numbers 2015”, June 2014
2 2014 Milliman Medical Index
3 Center for Medicare & Medicaid Services, National Health Expenditures Projections for 2012-2022
5 Center for Medicare & Medicaid Services, THE NEXT FOUR DECADES The Older Population in the United States: 2010 to 2050
Nationally, according to a 2012 report by the American Hospital Association, increasing costs to hospitals for the goods and services purchased to provide care accounted for 63% of overall growth in spending on hospital care from 2006 to 2010, while rising demand for care accounted for 29% of the overall growth in spending during the same period. The increase in labor costs is the most important single driver of spending growth for hospitals, accounting for about 35% of overall growth and more than half of the growth in the costs of purchased goods and services. CMS estimates total hospital spending to have grown by 4.9% in 2012, compared with 4.3% growth in 2011, and projects hospital spending growth of 4.7% for 2014, 5.6% in 2015, and to grow at 6.4% average annually thereafter from 2016 through 2022.

The increase in cost is also attributed to other factors including increased intensity of hospital care, i.e., hospitals are using more resources to care for each patient. Increased intensity can be attributed to a variety of factors, including sicker patients with more complex conditions.

The increase in cost for hospital inpatient care in Empire's operating area continues to surpass the rate for the rest of the country.

**Medical**

Costs per member for medical professionals have experienced relatively moderate increases over the past year. In 2015, CMS projects physician and clinical services spending growth to be 5.5%, due to increased demand for services associated with the continuing coverage expansions and faster income growth.

**Prescription Drugs**

In recent years, drug cost increases have been tempered by the recent shift of some popular drugs to generic. However, with the recent approval and introduction of new expensive specialty medications, such as Sovaldi for the treatment of Hepatitis C, which currently costs $1,000 per pill and $84,000 to complete the 84 pill regimen, we expect the cost increase to return to higher levels over the coming years. In fact, PwC estimates that the cost of specialty drug spending will quadruple by 2020. While only 4% of the population uses specialty drugs, they currently account 25% of total US drug spending.

**III. ADMINISTRATIVE SAVINGS**

Recognizing the impact that rate increases will have on our customers, Empire attempts to mitigate their impact by controlling and, if possible, reducing selected administrative costs to offset increases that are necessary or beyond our control. Our corporate culture emphasizes continuous improvements in all areas of the company with a focus on administrative savings and improving member and customer services.

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6 American Hospital Association, The Cost of Caring, June 2012
7 See, American Hospital Association, The Cost of Caring, June 2012
8 Center for Medicare & Medicaid Services, National Health Expenditures Projections for 2012-2022
9 See, PwC Health Research Institute, Medical cost trend: Behind the numbers 2015, June 2014
10 Ibid.
As a result of these efforts and other cost saving measures, our 2014 administrative costs were 13.6% of premium, excluding the amount paid to the State in premium taxes. This amount does reflect membership mix/change between IND & SG, NY brokerage sales services, increase in Commercial Direct Marketing, Exchanges Commercial Risk Adjustment in New York State. While we continue to strive to judiciously reduce administrative costs further, we want to avoid sacrificing customer service, which we believe would be at risk by further cost reductions.

IV. HISTORICAL FACTORS

New York Health Care Cost
New York stands out as an especially costly state in which to purchase healthcare. The State’s cost of health care continues to accelerate year over year and is projected to rapidly increase to more than $300 billion by 2020, outpacing both inflation and overall economic growth.11 New York City remains the second most expensive major metropolitan area in the country with respect to healthcare costs. A 2012 report by Milliman noted that the cost of care to be 118.4% of the national average.12 New York’s dubious distinction as a high cost state is also borne out in Dartmouth Atlas data which shows the State outpacing national average costs in a wide variety of indicators.13 As a ratio to national average cost, New York State registered 1.15 in overall Medicaid reimbursements; 1.31 in professional and laboratory reimbursements; and 1.37 in short stay inpatient reimbursements. New York also is among States with the most physicians and specialists per capita.14 Empirical evidence suggests that States with more physicians and a higher proportion of specialists tending to have higher spending on health care.15

The cost per inpatient discharge is another indicator of News York’s disproportionately high costs when compared to other states. In New York, the cost per inpatient discharge has increased from $9,178 in 2006 to $11,646 in 2013. In fact, the 2013 cost per inpatient discharge is 8% higher than it was in 2012. In 2013, New York’s cost per inpatient discharge continues to exceed the national median value of $9,987 by 17%.16 New York is also fourth in the nation in salaries per discharge, with hospital employee costs that are 31% higher than the national median value ($4,885 vs. $3,728). In addition, while hospital inpatient days have declined, hospital outpatient visits continue to grow and exceed the national average. In 2012, New York had 2,894 hospital outpatient visits per 1,000 individuals, which is 35% higher than the national average.17

New York’s continued high length of stay (days) is another contributing factor to

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11 New York State Health Foundation, “Health Care Costs and Spending in New York State”, February 2014
12 See, 2010 Milliman Medical Index and 2009 Milliman Medical Index
13 See, Dartmouth Atlas of Health Care, last accessed 9/13/2012
14 New York State Health Foundation, “Where are We Spending Our Money? Health Care Costs and Spending in New York State”, February 2014
15 Ibid.
16 2015, Optum, Almanac of Hospital Financial and Operating Indicators
17 The Kaiser Family Foundation State Health Facts. AHA Annual Survey
escalating cost. In 2013, New York’s length of stay (days) averaged 5.1, exceeding the national median value of 4.5.\textsuperscript{18} In 2010, hospital medical readmission rates were .1% to 2.0% higher than the national average, depending on the region, with the Bronx having the highest regional rates for 30-day medical readmissions in the nation, at 18.1%.\textsuperscript{19} Medicare has identified that 20% of hospitals in New York have higher hospital readmission rates than the national average. These include 11 hospitals in Brooklyn and seven hospitals in Manhattan.\textsuperscript{20}

Overall, New York has higher hospital admission rates, longer lengths of stay, more hospital outpatient visits, and slightly higher emergency department use compared to the national average.\textsuperscript{21} Yet, while the high levels of hospital utilization help explain New York’s overall high costs, organizations like the NYS Health Foundation have concluded that price, and not high levels of utilization, are the likely drivers of continued health care cost growth in the State.\textsuperscript{22}

A recent study by the Blue Cross Blue Shield Association examining more than 50,000 typical knee and hip replacement surgery claims from 2010-2013 confirms that health care costs in New York are among the highest in the nation. New York City has the highest average market cost for hip and knee surgeries in the nation at $55,448 and $61,256, respectively.\textsuperscript{23} Conversely, the same procedure costs $16,399 and $16,097 (respectively) in Montgomery, Alabama. There is also extreme price variation within the market. The price for these procedures in New York City varies by $11,501-$18,700 on average.\textsuperscript{24} The organization “Clearhealthcosts.com” collects health care cost data and found that mammograms in New York City (one example) can cost anywhere between $50 and $607, with no difference in service other than the provider chosen to perform the procedure.\textsuperscript{25}

Accordingly, New York continues to rank poorly on healthcare price transparency, which is recognized as a key component to reducing healthcare costs. In 2014, New York again received an F grade on health care price transparency laws from Catalyst for Payment Reform.\textsuperscript{26}

**State and Federal Taxes**

New York adds more insurance taxes and assessments than any other state in the country. These consist of both direct taxes and a number of indirect taxes amounting to a total of

\begin{itemize}
  \item 364 Hospitals Have High Rates Of Overall Readmissions, New Medicare Data Show”, January 6, 2014.
  \item USA Today, Jayne O'Donnell and Laura Ungar, “Surgery costs vary wildly -- even in same area”, January 21, 2015.
  \item Catalyst for Payment Reform and the Health Care Incentives Improvement Institute, “Report Card on State Price Transparency Laws,” March 2014.
\end{itemize}
over $6.5 billion in taxes passed on to New York healthcare customers in the form of higher premiums. These taxes include:

- **NYS Premium Tax** – this 1.75% tax is on all HMO and insurance contracts (and there is an additional amount for customers in the Metropolitan Transit Authority service area). For 2014, the combined entities of Empire incurred $42.9 million in premium taxes.

- **Covered Lives Assessment** – this indirect tax is a charge on all fully and self-insured “covered lives” The purpose of the Covered Lives Assessment is to raise funds for a variety of state programs and for the state budget. The Assessment is included in claims costs for purposes of calculating the MLR. This assessment is currently a charge of from $0.71 to $16.47 per individual contract per month and from $2.35 to $54.37 per family contract per month. For 2014, the combined entities of Empire incurred $33.3 million in covered lives assessment fees.

- **HCRA Surcharge** – this is a 9.63% surcharge on all hospital discharges. The purpose of the HCRA Surcharge is to raise funds for a variety of state programs and for the state budget. The Assessment is included in claims costs for purposes of calculating the MLR. For 2014, the combined entities of Empire incurred $52.2 million in HCRA Surcharges.

- **NYS Insurance Department “332” Assessment** – while this assessment is appropriately intended to fund the cost of the Department’s regulatory activities, there is an indirect tax whereby a large portion of the revenue generated by the assessment is used to fund other programs not directly related to insurance regulation. This assessment is charged to insurers based on the number of New York insured members they cover. For 2014, combined entities of Empire incurred $18.1 million in 332 assessment fees.

- **ACA related taxes and fees** – these are various fees set forth in the ACA. These fees and assessments totaled 79.2M for 2014.

Each of these current taxes contribute significantly to the cost of coverage and will vary from year to year as the number of covered lives increases or decreases and the number of hospital discharges vary.

**V. DETAILS OF THE PROPOSED RATE INCREASE**

Empire provides health insurance protection to approximately 3.5 million persons in 28 counties in eastern and southeastern New York State. The proposed premium rates affect approximately:

- 30,300 small group HMO members; including 14,000 Healthy New York members
- 5,700 small group EPO members

Premium rates for community-rated customers are regulated by the Superintendent of Financial Services pursuant to Section 4308 or 3231 of the Insurance Law. The following tables show proposed annual rate changes for the indicated community rated products:
<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Region 1: Albany</th>
<th>Region 3: Mid-Hudson</th>
<th>Region 4: NYC</th>
<th>Region 7: Upstate</th>
<th>Region 8: Long Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empire Bronze Pathway EPO 3500/50%/6550 Plus w/HSA</td>
<td>5.6%</td>
<td>9.5%</td>
<td>9.5%</td>
<td>9.5%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Empire Bronze Pathway EPO 4500/30%/6550 Plus w/HSA</td>
<td>5.9%</td>
<td>9.7%</td>
<td>9.7%</td>
<td>9.7%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Empire Gold Healthy New York Pathway HMO 600/0%/4000</td>
<td>5.8%</td>
<td>9.6%</td>
<td>9.6%</td>
<td>9.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Empire Gold Pathway HMO 1250/10%/6000 Plus</td>
<td>6.1%</td>
<td>9.9%</td>
<td>9.9%</td>
<td>9.9%</td>
<td>9.9%</td>
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<tr>
<td>Empire Silver Pathway EPO 1500/30%/5500 Plus</td>
<td>5.6%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Empire Silver Pathway EPO 1500/30%/5500 Plus w/Dental</td>
<td>5.8%</td>
<td>9.7%</td>
<td>9.7%</td>
<td>9.7%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Empire Silver Pathway EPO 2600/20%/4500 Plus w/HSA</td>
<td>6.1%</td>
<td>9.9%</td>
<td>9.9%</td>
<td>9.9%</td>
<td>9.9%</td>
</tr>
</tbody>
</table>
EXHIBIT 13a: NUMERICAL SUMMARY AND RATE INDICATION CALCULATION

NUMERICAL SUMMARY

<table>
<thead>
<tr>
<th>Company</th>
<th>Empire HealthChoice HMO, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAIC Code:</td>
<td>95433</td>
</tr>
<tr>
<td>SERFF Tracking #:</td>
<td>AWLP-130058306</td>
</tr>
<tr>
<td>Market Segment:</td>
<td>Small Groups Off Exchange</td>
</tr>
</tbody>
</table>

1) Please complete the Numerical Summary below as well as the Narrative Summary (a separate attachment) for each market segment for which a rate filing is being submitted. 2) The Narrative Summary must be in plain English and should clearly and simply explain the reasons for the requested rate adjustment (This should be included in the provided blank template "2016 Exhibit 13b - N\n 3) The purpose of the Narrative Summary is to provide a written explanation to the company's policyholders to help them understand the reasons why a rate increase is needed. 4) The purpose of the Numerical Summary is to provide a clear and simple overview of the requested rate adjustment. 5) These Summaries will be public documents and will be posted on DFS’s website and furnished by DFS to the public upon request. 6) The company should submit these Summaries to DFS ten (10) days before submitting a rate adjustment filing. 7) A draft of these Summaries and of the Initial Notice must be included in a "Prior Approval Prefiling" submitted to DFS via SERFF. 8) Once reviewed by DFS, these Summaries must be posted to a location on its website that is publicly available and accessible without the need for a user ID/password. 9) Links should be provided on key pages of the company's website so that the information may be easily located. 10) Any change(s) made to the Narrative Summary/Numerical Summary subsequent to the posting must be submitted to DFS with the specific change(s) identified. 11) All rate Rate Change Adjustment calculations between Year 201X and 201X+1 should be based on membership as of 12/31/XXXX. 12) This exhibit must be submitted as an Excel file and as a PDF file.

A. Average 2015 and 2016 Premium Rates:

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Catastrophic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 Premium Rates</td>
<td>$0.00</td>
<td>$620.90</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>2016 Premium Rates</td>
<td>$0.00</td>
<td>$667.21</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

B. Weighted Average Annual Percentage Requested Adjustments [Per Exhibit 14A for Individual Plans and Exhibit 14B for Small Group Plans]*:

| Requested Rate Adjustment | 9.2% |

C. Weighted Average Annual Percentage Requested Adjustments for each of the Past Three Years [Per Exhibits 14Aor 14B as appropriate] [If Applicable]*:

<table>
<thead>
<tr>
<th>Average Rate Adjustment</th>
<th>2012 to 2013</th>
<th>2013 to 2014</th>
<th>2014 to 2015</th>
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<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
<td>24.0%</td>
<td></td>
</tr>
</tbody>
</table>

D. Average Medical Loss Ratios [MLR] for All Policies Impacted [Ratios of Incurred Claims to Earned Premiums] [If Applicable]*:

<table>
<thead>
<tr>
<th>MLR</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

E. Claim Trend Rates and Average Ratios to Earned Premiums [Per Exhibit 19 for 2015-2016 and Comparable Exhibits for 2014] [If Applicable]*:

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Annual Claim Trend Rates</td>
<td>11.1%</td>
<td>11.3%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Expense Ratios</td>
<td>14.5%</td>
<td>16.9%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Pre Tax Profit Ratios</td>
<td>3%</td>
<td>3%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

* If product was not offered in a particular year, indicate "N/A" in the applicable box.