

# Insurer Revenue Potential

1. Top 10 States by covered lives, plus Tennessee

## Top 10 States - Private Insurers (Plus Tennessee)

State	Population	Insureds	#1 Insurer	Market %	Market Lives	#2 Insurer	Market %	Market Lives
California	36,794,000	21,359,000	Kaiser Permanete	24%	5,126,160	Wellpoint Inc	20%	4,271,800
Texas	24,657,000	13,257,000	HCSC (Blue Cross)	39%	5,170,230	Aetna	20%	2,651,400
New York	19,184,000	11,690,000	GHI	26%	3,039,400	Wellpoint Inc (Empire BCBS)	21%	2,454,900
Florida	18,405,000	10,570,000	Blue Cross Blue Shield FL	30%	3,171,000	Aetna Inc.	15%	1,585,500
Illinois	12,767,000	8,485,000	HCSC (Blue Cross)	47%	3,987,950	Wellpoint (BCBS)	22%	1,866,700
Ohio	11,462,000	7,856,000	Wellpoint (BCBS)	41%	3,220,960	Medical Mutual of Ohio	17%	1,335,520
Michigan	9,815,000	6,863,000	BCBS Michigan	65%	4,460,950	Henry Ford Health System	8%	549,040
Georgia	9,671,000	5,883,000	Wellpoint (BCBS)	61%	3,588,630	UnitedHealth Group	8%	470,640
North Carolina	9,348,000	5,770,000	BCBS North Carolina	53%	3,058,100	UnitedHealth Group	20%	1,154,000
New Jersey	8,680,000	6,190,000	Horizon BCBS	34%	2,104,600	Aetna Inc.	25%	1,547,500
Tennessee	6,253,000	3,744,000	BlueCross Blue Shield TN	50%	1,872,000	UnitedHealth Group	16%	599,040