Greenwich Business Community: Small Businesses

2014 Economic Outlook Q1 and Q2
Healthcare Insurance Market Share
Contents:

- Optimism Index
- Economic Outlook
  - National
  - Regional
  - Core Industries
- Health Insurance Market Share
Business owners and executives at small businesses and mid-sized companies were very “net” positive on their outlook for the U.S. economy through the summer of 2014.

Source: 2014 Greenwich Commercial Banking Program; Greenwich Market Pulse v55.
Note: The Greenwich Optimism Index is the net score of companies who feel that the economy will improve versus deteriorate in the next 12 months.
Views on the outlook for the U.S. economy were net positive among both small businesses and mid-sized companies, supported by encouraging signs in business activity (revenue and profit growth) and very positive performance in the U.S. equity markets.

**Economic Outlook: National**

<table>
<thead>
<tr>
<th>Small Businesses</th>
<th>Percent of companies who will hire new employees in the next 6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>6% Improve</td>
</tr>
<tr>
<td>Q2</td>
<td>6% Improve</td>
</tr>
</tbody>
</table>

Question: What is your view for the economy over the next six months from "1" will deteriorate significantly to "5" will improve significantly? Do you expect to hire employees for new positions in the next six months (excluding hiring replacements for existing positions)? Note: Interviewing occurred during Q1 and Q2 2014.
Small companies were net positive in outlook in the first quarter of 2014 with more than one third considering hiring in the next 6 months. The Midwest was the most positive region, with almost half of the companies planning to hire new employees.

**Economic Outlook: Regional Small Businesses Q1**

<table>
<thead>
<tr>
<th>Region</th>
<th>Improve Significantly</th>
<th>Improve</th>
<th>Deteriorate</th>
<th>Deteriorate Significantly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>5%</td>
<td>23%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Northeast</td>
<td>3%</td>
<td>17%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>South</td>
<td>7%</td>
<td>19%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>West</td>
<td>6%</td>
<td>25%</td>
<td>9%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Percent of companies who will hire new employees in the next 6 months**

<table>
<thead>
<tr>
<th>Region</th>
<th>Midwest</th>
<th>Northeast</th>
<th>South</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46%</td>
<td>37%</td>
<td>41%</td>
<td>39%</td>
</tr>
</tbody>
</table>

**Question:** What is your view for the economy over the next six months from "1" will deteriorate significantly to "5" will improve significantly? Do you expect to hire employees for new positions in the next six months (excluding hiring replacements for existing positions)? Note: Interviewing occurred during Q1 and Q2 2014.
In Q2, small businesses in the Northeast joined the positive economic outlook of the other regions. All regions continued to remain positive about hiring new employees.

Economic Outlook: Regional
Small Businesses Q2

<table>
<thead>
<tr>
<th>Region</th>
<th>Improve Significantly</th>
<th>Improve</th>
<th>Deteriorate</th>
<th>Deteriorate Significantly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>5%</td>
<td>23%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Northeast</td>
<td>5%</td>
<td>23%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>South</td>
<td>7%</td>
<td>19%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>West</td>
<td>6%</td>
<td>25%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Percent of companies who will hire new employees in the next 6 months

Midwest: 46%
Northeast: 37%
South: 42%
West: 36%

Question: What is your view for the economy over the next six months from "1" will deteriorate significantly to "5" will improve significantly? Do you expect to hire employees for new positions in the next six months (excluding hiring replacements for existing positions)? Note: Interviewing occurred during Q1 and Q2 2014.
Small manufacturing companies reported the greatest improvement in economic outlook as compared to Wholesale companies where outlook softened.

**Economic Outlook: National - Core Industries**

<table>
<thead>
<tr>
<th>Economic Outlook</th>
<th>National</th>
<th>Core Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Business Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>Q2</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>Total Manufacturing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>3%</td>
<td>20%</td>
</tr>
<tr>
<td>Q2</td>
<td>6%</td>
<td>25%</td>
</tr>
<tr>
<td>Total Wholesale</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>8%</td>
<td>25%</td>
</tr>
<tr>
<td>Q2</td>
<td>3%</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Percent of companies who will hire new employees in the next 6 months**

- Total Business Services Q1: 41%
- Total Business Services Q2: 38%
- Total Manufacturing Q1: 44%
- Total Manufacturing Q2: 36%
- Total Wholesale Q1: 32%
- Total Wholesale Q2: 35%

Question: What is your view for the economy over the next six months from "1" will deteriorate significantly to "5" will improve significantly? Do you expect to hire employees for new positions in the next six months (excluding hiring replacements for existing positions)? Note: Interviewing occurred during Q1 and Q2 2014.
Question: Who is your business’ current health insurance carrier?

<table>
<thead>
<tr>
<th>Insurance Carrier</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthem BlueCross Blue Shield (BCBS)</td>
<td>36%</td>
</tr>
<tr>
<td>United Health Group Inc.</td>
<td>11%</td>
</tr>
<tr>
<td>Aetna/Coventry</td>
<td>9%</td>
</tr>
<tr>
<td>Humana</td>
<td>5%</td>
</tr>
<tr>
<td>CIGNA</td>
<td>4%</td>
</tr>
<tr>
<td>Independence Blue Cross Group</td>
<td>4%</td>
</tr>
<tr>
<td>Kaiser Permanente</td>
<td>2%</td>
</tr>
<tr>
<td>Health Net</td>
<td>2%</td>
</tr>
<tr>
<td>Carefirst Inc. Group</td>
<td>1%</td>
</tr>
<tr>
<td>Highmark Group</td>
<td>1%</td>
</tr>
</tbody>
</table>

Based on 1,063 responses
Greenwich Business Community: Healthcare Insurance Firm Market Penetration by Region

**Midwest (239)**
- 33%
  - Anthem BlueCross Blue Shield (BCBS)
  - 69
- 14%
  - United Health Group Inc.
  - 37
- 9%
  - Humana
  - 16
- 5%
  - Independence Blue Cross Group
  - 6
- 3%
  - Aetna/Coventry
  - 9

**Northeast (233)**
- 28%
  - Anthem BlueCross Blue Shield (BCBS)
  - 77
- 10%
  - Aetna/Coventry
  - 21
- 6%
  - United Health Group Inc.
  - 14
- 5%
  - CIGNA
  - 8
- 3%
  - Highmark Group
  - 8

**South (408)**
- 45%
  - Anthem BlueCross Blue Shield (BCBS)
  - 201
- 15%
  - United Health Group Inc.
  - 49
- 12%
  - Aetna/Coventry
  - 49
- 5%
  - CIGNA
  - 14
- 3%
  - Humana
  - 21

**West (183)**
- 33%
  - Anthem BlueCross Blue Shield (BCBS)
  - 46
- 10%
  - Aetna/Coventry
  - 18
- 9%
  - United Health Group Inc.
  - 17
- 8%
  - Kaiser Permanente
  - 18
- 5%
  - Humana
  - 12

Question: Who is your business’ current health insurance carrier?
## Greenwich Business Community: Overall Satisfaction with Health Insurance Carrier

### National Small Businesses

<table>
<thead>
<tr>
<th>Health Insurance Carrier</th>
<th>Ability to Help Control Healthcare Costs</th>
<th>Ability to Help Navigate Healthcare Reform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anthem BlueCross Blue Shield (BCBS)</strong></td>
<td>15% Below Average/Poor</td>
<td>-21% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>62% Above Average/Excellent</td>
<td>50% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>United Health Group Inc.</strong></td>
<td>13% Below Average/Poor</td>
<td>-14% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>53% Above Average/Excellent</td>
<td>44% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Aetna/Coventry</strong></td>
<td>13% Below Average/Poor</td>
<td>-17% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>55% Above Average/Excellent</td>
<td>38% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Humana</strong></td>
<td>-7% Below Average/Poor</td>
<td>-2% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>88% Above Average/Excellent</td>
<td>89% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>CIGNA</strong></td>
<td>-9% Below Average/Poor</td>
<td>-9% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>64% Above Average/Excellent</td>
<td>64% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Independence Blue Cross Group</strong></td>
<td>0% Below Average/Poor</td>
<td>-4% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>70% Above Average/Excellent</td>
<td>51% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Kaiser Permanente</strong></td>
<td>0% Below Average/Poor</td>
<td>-6% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>74% Above Average/Excellent</td>
<td>83% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Health Net</strong></td>
<td>0% Below Average/Poor</td>
<td>-8% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>70% Above Average/Excellent</td>
<td>58% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Carefirst Inc. Group</strong></td>
<td>7% Below Average/Poor</td>
<td>-17% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>24% Above Average/Excellent</td>
<td>29% Above Average/Excellent</td>
</tr>
<tr>
<td><strong>Highmark Group</strong></td>
<td>-3% Below Average/Poor</td>
<td>-29% Below Average/Poor</td>
</tr>
<tr>
<td></td>
<td>13% Above Average/Excellent</td>
<td>11% Above Average/Excellent</td>
</tr>
</tbody>
</table>

**Question:** On a 5-point scale, from "1" poor to "5" excellent, what is your satisfaction level with your health insurance carrier's ability to help you control your business's healthcare costs? On a 5-point scale, from "1" poor to "5" excellent, what is your satisfaction level with your health insurance carrier's ability to help you navigate healthcare reform?
Question: On a 5-point scale, from "1" poor to "5" excellent, what is your satisfaction level with your health insurance carrier’s ability to help you control your business’s healthcare costs? On a 5-point scale, from "1" poor to "5" excellent, what is your satisfaction level with your health insurance carrier’s ability to help you navigate healthcare reform?
Greenwich Business Community: Overall Satisfaction with Health Insurance Carrier

**Ability to Help Control Healthcare Costs**

Anthem BlueCross Blue Shield (BCBS)
United Health Group Inc.
Aetna/Coventry
CIGNA
Humana

**Ability to Help Navigate Healthcare Reform**

Anthem BlueCross Blue Shield (BCBS)
Aetna/Coventry
United Health Group Inc.
Kaiser Permanente
Humana

**South**

- **Anthem BlueCross Blue Shield (BCBS)**
  - -18%: 53%
  - -5%: 50%
  - -20%: 50%
  - -18%: 30%

- **Aetna/Coventry**
  - -23%: 28%

- **CIGNA**
  - -18%: 23%

- **Humana**
  - -5%: 72%

**West**

- **Anthem BlueCross Blue Shield (BCBS)**
  - -11%: 70%
  - -9%: 68%

- **Aetna/Coventry**
  - -35%: 31%
  - -7%: 82%

- **United Health Group Inc.**
  - 0%: 72%

- **Kaiser Permanente**
  - 0%: 100%

- **Humana**
  - 0%: 100%

**Question:** On a 5-point scale, from "1" poor to "5" excellent, what is your satisfaction level with your health insurance carrier’s ability to help you control your business’s healthcare costs? On a 5-point scale, from "1" poor to "5" excellent, what is your satisfaction level with your health insurance carrier’s ability to help you navigate healthcare reform?
Contact Information

UNITED STATES

Greenwich Associates
6 High Ridge Park
Stamford, CT 06905
USA
Tel: +1.203.625.5038

Javelin Strategy & Research
4301 Hacienda Drive
Pleasanton, CA 94588
USA
Tel: +1.925.225.9100

EUROPE

Greenwich Associates UK
90 Basinghall Street
1st Floor
London, EC2V 5Ay
United Kingdom
Tel: +44.207.726.9402

ASIA

Greenwich Associates Singapore
137 Amoy Street
#03-05 Far East Square
Singapore, 049965
Tel: +65.6236.0142

JAPAN

Greenwich Associates Japan K.K.
8-6-9-414 Akasaka
Minato-ku, Tokyo 107-0052
Japan
Tel: +813.3475.5212

Email ContactUs@greenwich.com
or visit www.greenwich.com

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