

Market Analysis Market Share Report

Policy Type Medicare Supplement
Company Companies with premiums in South Dakota (State Data)

Group Code	Cocode	Company Name	State of Domicile	2020 Premiums	2020 Market Share	2019 Premiums	2019 Market Share	2018 Premiums	2018 Market Share
770	60128	Wellmark Of SD Inc	South Dakota	\$58,667,123	.35338	\$57,580,703	.3573	\$56,846,539	.37745
	95839	Avera Hlth Plans Inc	South Dakota	\$18,320,287	.11035	\$18,597,983	.1154	\$18,089,961	.12011
261	13100	Omaha Ins Co	Nebraska	\$16,048,388	.09667	\$13,184,714	.08181	\$9,534,834	.06331
261	69868	United Of Omaha Life Ins Co	Nebraska	\$13,263,952	.07989	\$13,738,445	.08525	\$13,720,867	.0911
707	79413	UnitedHealthcare Ins Co	Connecticut	\$13,011,183	.07837	\$12,759,094	.07917	\$12,196,528	.08098
1	12321	American Continental Ins Co	Tennessee	\$5,227,886	.03149	\$4,229,858	.02625	\$3,547,246	.02355
176	25178	State Farm Mut Auto Ins Co	Illinois	\$4,208,105	.02535	\$4,208,080	.02611	\$4,213,602	.02798
	56014	Thrivent Financial For Lutherans	Wisconsin	\$3,988,494	.02402	\$3,712,466	.02304	\$0	0
367	80578	Physicians Mut Ins Co	Nebraska	\$3,531,373	.02127	\$3,669,317	.02277	\$3,437,435	.02282
261	72850	United World Life Ins Co	Nebraska	\$3,085,461	.01859	\$3,471,290	.02154	\$3,873,959	.02572
1246	95683	Sanford Hlth Plan	South Dakota	\$3,000,885	.01808	\$2,975,588	.01846	\$2,929,544	.01945
119	73288	Humana Ins Co	Wisconsin	\$2,055,159	.01238	\$2,114,411	.01312	\$2,158,230	.01433
261	71412	Mutual Of Omaha Ins Co	Nebraska	\$2,019,039	.01216	\$2,369,232	.0147	\$3,396,510	.02255
	56499	Assured Life Assn	Colorado	\$1,610,429	.0097	\$950,127	.0059	\$0	0
901	67369	Cigna Hlth & Life Ins Co	Connecticut	\$1,394,401	.0084	\$1,239,026	.00769	\$827,976	.0055
473	19275	American Family Mut Ins Co SI	Wisconsin	\$1,253,266	.00755	\$1,369,079	.0085	\$1,458,371	.00968
367	72125	Physicians Life Ins Co	Nebraska	\$1,180,976	.00711	\$573,959	.00356	\$546,212	.00363
3527	67679	American Republic Corp Ins Co	Iowa	\$1,010,270	.00609	\$1,019,733	.00633	\$1,020,396	.00678
4888	62952	SILAC Ins Co	Utah	\$926,321	.00558	\$1,064,550	.00661	\$1,138,171	.00756
836	70939	Gerber Life Ins Co	New York	\$859,238	.00518	\$1,012,907	.00629	\$1,145,571	.00761
520	67784	Philadelphia Amer Life Ins Co	Texas	\$780,789	.0047	\$314,809	.00195	\$68,888	.00046

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901	88366	American Retirement Life Ins Co	Ohio	\$720,312	.00434	\$690,098	.00428	\$650,113	.00432
200	69663	USAA Life Ins Co	Texas	\$714,964	.00431	\$684,500	.00425	\$625,153	.00415
233	62065	Colonial Penn Life Ins Co	Pennsylvania	\$621,825	.00375	\$677,164	.0042	\$775,298	.00515
901	65722	Loyal Amer Life Ins Co	Ohio	\$620,929	.00374	\$698,543	.00433	\$754,879	.00501
468	86231	Transamerica Life Ins Co	Iowa	\$535,387	.00322	\$291,140	.00181	\$285,865	.0019
4616	57991	Everence Assn Inc	Indiana	\$503,539	.00303	\$525,737	.00326	\$0	0
4888	91785	Sterling Nat Life Ins Co Inc	Utah	\$482,164	.0029	\$347,976	.00216	\$96,088	.00064
290	92916	United Amer Ins Co	Nebraska	\$473,549	.00285	\$462,509	.00287	\$508,391	.00338
3527	31119	Medico Ins Co	Iowa	\$445,795	.00269	\$519,623	.00322	\$605,596	.00402
	66214	Heartland Natl Life Ins Co	Indiana	\$401,282	.00242	\$12,095	.00008	\$0	0
3527	79987	Medico Corp Life Ins Co	Iowa	\$384,868	.00232	\$436,797	.00271	\$475,356	.00316
626	62146	Combined Ins Co Of Amer	Illinois	\$354,525	.00214	\$367,065	.00228	\$380,327	.00253
215	68462	Reserve Natl Ins Co	Illinois	\$320,412	.00193	\$322,674	.002	\$331,211	.0022
3436	68543	Liberty Bankers Life Ins Co	Oklahoma	\$265,561	.0016	\$307,020	.00191	\$282,194	.00187
233	70319	Washington Natl Ins Co	Indiana	\$257,962	.00155	\$295,613	.00183	\$304,878	.00202
3527	60836	American Republic Ins Co	Iowa	\$236,831	.00143	\$295,823	.00184	\$320,952	.00213
	56383	Order of United Commercial	Ohio	\$232,727	.0014	\$291,565	.00181	\$0	0
	71404	Continental Gen Ins Co	Texas	\$217,906	.00131	\$238,108	.00148	\$252,412	.00168
19	70408	Union Security Ins Co	Kansas	\$195,654	.00118	\$42,324	.00026	\$386	0
370	60380	American Family Life Assur Co of	Nebraska	\$177,099	.00107	\$194,935	.00121	\$234,500	.00156
2858	81779	Individual Assur Co Life Hlth & Acc	Oklahoma	\$156,563	.00094	\$191,023	.00119	\$239,885	.00159
587	61239	Bankers Fidelity Life Ins Co	Georgia	\$153,405	.00092	\$154,739	.00096	\$151,473	.00101
332	61271	Principal Life Ins Co	Iowa	\$145,472	.00088	\$188,652	.00117	\$219,353	.00146
1117	65870	Manhattan Life Ins Co	New York	\$145,074	.00087	\$187,302	.00116	\$224,871	.00149
233	61263	Bankers Life & Cas Co	Illinois	\$142,095	.00086	\$175,286	.00109	\$214,474	.00142

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	69132	State Mut Ins Co	Georgia	\$122,825	.00074	\$153,038	.00095	\$203,211	.00135
4903	71390	Puritan Life Ins Co of Amer	Arizona	\$103,103	.00062	\$88,350	.00055	\$64,404	.00043
	690	61751 Central States H & L Co Of Omaha	Nebraska	\$103,126	.00062	\$69,454	.00043	\$100,546	.00067
	574	76112 Oxford Life Ins Co	Arizona	\$101,055	.00061	\$127,527	.00079	\$140,346	.00093
4011	65536	Genworth Life & Ann Ins Co	Virginia	\$98,361	.00059	\$95,847	.00059	\$113,453	.00075
1117	85189	Western United Life Assur Co	Washington	\$92,778	.00056	\$63,593	.00039	\$16,626	.00011
	449	61999 Americo Fin Life & Ann Ins Co	Texas	\$83,685	.0005	\$91,201	.00057	\$89,022	.00059
	181	73504 Lumico Life Ins Co	Missouri	\$73,396	.00044	\$1,525	.00001	\$0	0
	1	90328 First Hlth Life & Hlth Ins Co	Texas	\$64,625	.00039	\$66,650	.00041	\$71,457	.00047
	449	90212 Great Southern Life Ins Co	Texas	\$54,501	.00033	\$14,685	.00009	\$0	0
1117	63053	Family Life Ins Co	Texas	\$53,493	.00032	\$65,682	.00041	\$67,068	.00045
3436	61581	Capitol Life Ins Co	Texas	\$50,823	.00031	\$0	0	\$0	0
	1	68500 Continental Life Ins Co Brentwood	Tennessee	\$51,886	.00031	\$57,466	.00036	\$59,515	.0004
	687	64211 Guarantee Trust Life Ins Co	Illinois	\$48,836	.00029	\$32,267	.0002	\$15,061	.0001
4888	89184	Sterling Investors Life Ins Co	Indiana	\$46,391	.00028	\$55,432	.00034	\$75,948	.0005
	1	78700 Aetna Hlth & Life Ins Co	Connecticut	\$47,234	.00028	\$35,007	.00022	\$27,858	.00018
		57053 Catholic United Financial	Minnesota	\$43,518	.00026	\$18,340	.00011	\$0	0
290	91472	Globe Life & Accident Ins Co	Nebraska	\$39,203	.00024	\$34,580	.00021	\$35,471	.00024
	31	34274 Central States Ind Co Of Omaha	Nebraska	\$39,517	.00024	\$47,722	.0003	\$52,823	.00035
4712	63967	Government Personnel Mut Life Ins	Texas	\$35,171	.00021	\$35,846	.00022	\$44,718	.0003
1295	80799	Celtic Ins Co	Illinois	\$26,571	.00016	\$45,225	.00028	\$51,209	.00034
	408	86355 Standard Life & Accident Ins Co	Texas	\$24,618	.00015	\$37,396	.00023	\$36,740	.00024
	8	82538 National Hlth Ins Co	Texas	\$24,668	.00015	\$7,751	.00005	\$1,457	.00001
	687	92703 United Natl Life Ins Co Of Amer	Illinois	\$24,708	.00015	\$28,029	.00017	\$26,900	.00018
4736	93734	Nassau Life & Ann Co	Connecticut	\$23,391	.00014	\$0	0	\$0	0

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	65927	Lincoln Heritage Life Ins Co	Illinois	\$21,997	.00013	\$26,184	.00016	\$25,823	.00017
707	62286	Golden Rule Ins Co	Indiana	\$22,394	.00013	\$26,179	.00016	\$36,225	.00024
	57657	Royal Neighbors Of Amer	Illinois	\$19,410	.00012	\$19,061	.00012	\$0	0
1117	61883	ManhattanLife Assur Co of Amer	Arkansas	\$19,584	.00012	\$0	0	\$0	0
826	66915	New York Life Ins Co	New York	\$20,446	.00012	\$25,651	.00016	\$28,205	.00019
4736	68284	Nassau Life Ins Co of KS	Kansas	\$16,836	.0001	\$23,887	.00015	\$23,471	.00016
4926	88072	Talcott Resolution Life Ins Co	Connecticut	\$17,258	.0001	\$25,107	.00016	\$27,813	.00018
901	61727	Cigna Natl Hlth Ins Co	Ohio	\$13,508	.00008	\$12,544	.00008	\$12,114	.00008
918	65056	Jackson Natl Life Ins Co	Michigan	\$9,802	.00006	\$10,676	.00007	\$10,531	.00007
1211	66583	National Guardian Life Ins Co	Wisconsin	\$6,037	.00004	\$4,253	.00003	\$205	0
4213	62413	Wilcac Life Ins Co	Illinois	\$4,706	.00003	\$0	0	\$0	0
	71706	Standard Life & Cas Ins Co	Utah	\$4,991	.00003	\$5,494	.00003	\$4,957	.00003
408	71773	American Natl Life Ins Co Of TX	Texas	\$5,557	.00003	\$2,436	.00002	\$0	0
477	61700	Renaissance Life & Hlth Ins Co of	Indiana	\$2,999	.00002	\$2,740	.00002	\$1,974	.00001
215	69930	United Ins Co Of Amer	Illinois	\$1,510	.00001	\$0	0	\$0	0
69	20796	21st Century Premier Ins Co	Pennsylvania	\$1,735	.00001	\$1,735	.00001	\$1,677	.00001
	11121	Unified Life Ins Co	Texas	\$2,399	.00001	\$2,372	.00001	\$2,342	.00002
4736	62359	Nassau Life Ins Co of TX	Texas	\$0	0	\$26,927	.00017	\$59,186	.00039
3527	65641	Medico Life & Hlth Ins Co	Iowa	\$0	0	\$0	0	\$1,693	.00001
4213	65900	Wilco Life Ins Co	Indiana	\$0	0	\$5,037	.00003	\$4,926	.00003
468	66281	Transamerica Premier Life Ins Co	Iowa	\$0	0	\$297,985	.00185	\$294,393	.00195
4824	68802	Sentinel Security Life Ins Co	Utah	\$0	0	\$532,088	.0033	\$599,836	.00398
3891	91642	Forethought Life Ins Co	Indiana	\$0	0	\$78,993	.00049	\$93,219	.00062
408	63657	Garden State Life Ins Co	Texas	\$138	0	\$0	0	\$0	0