

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	2021 Premiums	2021 Market Share	2020 Premiums	2020 Market Share	2019 Premiums	2019 Market Share
770	60128	Wellmark Of SD Inc	South Dakota	\$61,941,569	.36396	\$58,667,123	.35232	\$57,580,703	.3573
	95839	Avera Hlth Plans Inc	South Dakota	\$18,331,682	.10771	\$18,320,287	.11002	\$18,597,983	.1154
261	13100	Omaha Ins Co	Nebraska	\$17,020,952	.10001	\$16,048,388	.09638	\$13,184,714	.08181
707	79413	UnitedHealthcare Ins Co	Connecticut	\$12,955,569	.07612	\$13,011,183	.07814	\$12,759,094	.07917
261	69868	United Of Omaha Life Ins Co	Nebraska	\$11,808,044	.06938	\$13,263,952	.07966	\$13,738,445	.08525
1	12321	American Continental Ins Co	Tennessee	\$6,101,824	.03585	\$5,227,886	.0314	\$4,229,858	.02625
176	25178	State Farm Mut Auto Ins Co	Illinois	\$4,210,667	.02474	\$4,208,105	.02527	\$4,208,080	.02611
	56014	Thrivent Financial For Lutherans	Wisconsin	\$4,019,784	.02362	\$3,988,494	.02395	\$3,712,466	.02304
367	80578	Physicians Mut Ins Co	Nebraska	\$3,397,763	.01996	\$3,531,373	.02121	\$3,669,317	.02277
1246	95683	Sanford Hlth Plan	South Dakota	\$2,969,657	.01745	\$3,000,885	.01802	\$2,975,588	.01846
261	72850	United World Life Ins Co	Nebraska	\$2,622,889	.01541	\$3,085,461	.01853	\$3,471,290	.02154
119	73288	Humana Ins Co	Wisconsin	\$1,897,841	.01115	\$2,055,159	.01234	\$2,114,411	.01312
367	72125	Physicians Life Ins Co	Nebraska	\$1,858,854	.01092	\$1,180,976	.00709	\$573,959	.00356
	56499	Assured Life Assn	Colorado	\$1,716,834	.01009	\$1,610,429	.00967	\$950,127	.0059
261	71412	Mutual Of Omaha Ins Co	Nebraska	\$1,654,957	.00972	\$2,019,039	.01213	\$2,369,232	.0147
901	67369	Cigna Hlth & Life Ins Co	Connecticut	\$1,334,846	.00784	\$1,394,401	.00837	\$1,239,026	.00769
	66214	Heartland Natl Life Ins Co	Indiana	\$1,230,476	.00723	\$401,282	.00241	\$12,095	.00008
473	19275	American Family Mut Ins Co SI	Wisconsin	\$1,106,852	.0065	\$1,253,266	.00753	\$1,369,079	.0085
520	67784	Philadelphia Amer Life Ins Co	Texas	\$1,098,614	.00646	\$780,789	.00469	\$314,809	.00195
3527	67679	American Republic Corp Ins Co	Iowa	\$930,397	.00547	\$1,010,270	.00607	\$1,019,733	.00633
4888	62952	SILAC Ins Co	Utah	\$816,157	.0048	\$926,321	.00556	\$1,064,550	.00661

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836	70939	Gerber Life Ins Co	New York	\$744,748	.00438	\$859,238	.00516	\$1,012,907	.00629
200	69663	USAA Life Ins Co	Texas	\$732,898	.00431	\$714,964	.00429	\$684,500	.00425
901	88366	American Retirement Life Ins Co	Ohio	\$708,261	.00416	\$720,312	.00433	\$690,098	.00428
233	62065	Colonial Penn Life Ins Co	Pennsylvania	\$618,326	.00363	\$621,825	.00373	\$677,164	.0042
901	65722	Loyal Amer Life Ins Co	Ohio	\$567,235	.00333	\$620,929	.00373	\$698,543	.00433
468	86231	Transamerica Life Ins Co	Iowa	\$471,749	.00277	\$535,387	.00322	\$291,140	.00181
4616	57991	Everence Assn Inc	Indiana	\$468,559	.00275	\$503,539	.00302	\$525,737	.00326
4888	89184	Sterling Investors Life Ins Co	Indiana	\$458,662	.0027	\$46,391	.00028	\$55,432	.00034
3436	61581	Capitol Life Ins Co	Texas	\$450,874	.00265	\$50,823	.00031	\$0	0
290	92916	United Amer Ins Co	Nebraska	\$391,832	.0023	\$473,549	.00284	\$462,509	.00287
3527	31119	Medico Ins Co	Iowa	\$390,167	.00229	\$445,795	.00268	\$519,623	.00322
626	62146	Combined Ins Co Of Amer	Illinois	\$354,587	.00208	\$354,525	.00213	\$367,065	.00228
1117	61883	ManhattanLife Ins & Ann Co	Texas	\$326,373	.00192	\$19,584	.00012	\$0	0
4824	68802	Sentinel Security Life Ins Co	Utah	\$315,227	.00185	\$435,832	.00262	\$532,088	.0033
3527	79987	Medico Corp Life Ins Co	Iowa	\$309,371	.00182	\$384,868	.00231	\$436,797	.00271
306	70408	Union Security Ins Co	Kansas	\$264,283	.00155	\$195,654	.00117	\$42,324	.00026
3436	68543	Liberty Bankers Life Ins Co	Oklahoma	\$229,800	.00135	\$265,561	.00159	\$307,020	.00191
233	70319	Washington Natl Ins Co	Indiana	\$217,081	.00128	\$257,962	.00155	\$295,613	.00183
3527	60836	American Republic Ins Co	Iowa	\$197,744	.00116	\$236,831	.00142	\$295,823	.00184
181	73504	Lumico Life Ins Co	Missouri	\$191,780	.00113	\$73,396	.00044	\$1,525	.00001
	71404	Continental Gen Ins Co	Texas	\$180,722	.00106	\$217,906	.00131	\$238,108	.00148
	56383	Order of United Commercial	Ohio	\$178,621	.00105	\$232,727	.0014	\$291,565	.00181
690	61751	Central States H & L Co Of Omaha	Nebraska	\$149,391	.00088	\$103,126	.00062	\$69,454	.00043
370	60380	American Family Life Assur Co of	Nebraska	\$145,646	.00086	\$177,099	.00106	\$194,935	.00121
215	68462	Reserve Natl Ins Co	Illinois	\$137,130	.00081	\$320,412	.00192	\$322,674	.002

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587	61239	Bankers Fidelity Life Ins Co	Georgia	\$138,465	.00081	\$153,405	.00092	\$154,739	.00096
233	61263	Bankers Life & Cas Co	Illinois	\$125,725	.00074	\$142,095	.00085	\$175,286	.00109
1117	65870	Manhattan Life Ins Co	New York	\$126,200	.00074	\$145,074	.00087	\$187,302	.00116
	69132	State Mut Ins Co	Georgia	\$109,053	.00064	\$122,825	.00074	\$153,038	.00095
332	61271	Principal Life Ins Co	Iowa	\$92,200	.00054	\$145,472	.00087	\$188,652	.00117
2858	81779	Individual Assur Co Life Hlth & Acc	Oklahoma	\$81,696	.00048	\$156,563	.00094	\$191,023	.00119
4903	71390	Puritan Life Ins Co of Amer	Arizona	\$82,349	.00048	\$103,103	.00062	\$88,350	.00055
449	61999	Americo Fin Life & Ann Ins Co	Texas	\$80,784	.00047	\$83,685	.0005	\$91,201	.00057
1117	85189	Western United Life Assur Co	Washington	\$77,471	.00046	\$92,778	.00056	\$63,593	.00039
449	90212	Great Southern Life Ins Co	Texas	\$78,246	.00046	\$54,501	.00033	\$14,685	.00009
574	76112	Oxford Life Ins Co	Arizona	\$76,667	.00045	\$101,055	.00061	\$127,527	.00079
1	90328	First Hlth Life & Hlth Ins Co	Texas	\$64,359	.00038	\$64,625	.00039	\$66,650	.00041
	57053	Catholic United Financial	Minnesota	\$60,947	.00036	\$43,518	.00026	\$18,340	.00011
1	63444	Accendo Ins Co	Utah	\$61,746	.00036	\$0	0	\$0	0
687	64211	Guarantee Trust Life Ins Co	Illinois	\$56,089	.00033	\$48,836	.00029	\$32,267	.0002
4011	65536	Genworth Life & Ann Ins Co	Virginia	\$54,573	.00032	\$98,361	.00059	\$95,847	.00059
1117	63053	Family Life Ins Co	Texas	\$43,510	.00026	\$53,493	.00032	\$65,682	.00041
1	78700	Aetna Hlth & Life Ins Co	Connecticut	\$43,677	.00026	\$47,234	.00028	\$35,007	.00022
3891	91642	Forethought Life Ins Co	Indiana	\$44,600	.00026	\$62,580	.00038	\$78,993	.00049
31	34274	Central States Ind Co Of Omaha	Nebraska	\$42,349	.00025	\$39,517	.00024	\$47,722	.0003
8	82538	National Hlth Ins Co	Texas	\$43,364	.00025	\$24,668	.00015	\$7,751	.00005
290	91472	Globe Life & Accident Ins Co	Nebraska	\$37,611	.00022	\$39,203	.00024	\$34,580	.00021
4712	63967	Government Personnel Mut Life Ins	Texas	\$34,558	.0002	\$35,171	.00021	\$35,846	.00022
901	61727	Cigna Natl Hlth Ins Co	Ohio	\$33,131	.00019	\$13,508	.00008	\$12,544	.00008
1211	66583	National Guardian Life Ins Co	Wisconsin	\$28,278	.00017	\$6,037	.00004	\$4,253	.00003

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1	68500	Continental Life Ins Co Brentwood	Tennessee	\$24,708	.00015	\$51,886	.00031	\$57,466	.00036
	65927	Lincoln Heritage Life Ins Co	Illinois	\$23,643	.00014	\$21,997	.00013	\$26,184	.00016
687	92703	United Natl Life Ins Co Of Amer	Illinois	\$24,670	.00014	\$24,708	.00015	\$28,029	.00017
408	86355	Standard Life & Accident Ins Co	Texas	\$21,524	.00013	\$24,618	.00015	\$37,396	.00023
707	62286	Golden Rule Ins Co	Indiana	\$20,253	.00012	\$22,394	.00013	\$26,179	.00016
215	69930	United Ins Co Of Amer	Illinois	\$16,473	.0001	\$1,510	.00001	\$0	0
826	66915	New York Life Ins Co	New York	\$16,525	.0001	\$20,446	.00012	\$25,651	.00016
181	85561	Elips Life Ins Co	Missouri	\$14,861	.00009	\$0	0	\$0	0
4736	93734	Nassau Life & Ann Co	Connecticut	\$14,912	.00009	\$23,391	.00014	\$0	0
4736	68284	Nassau Life Ins Co of KS	Kansas	\$12,939	.00008	\$16,836	.0001	\$23,887	.00015
	57657	Royal Neighbors Of Amer	Illinois	\$13,574	.00008	\$19,410	.00012	\$19,061	.00012
4926	88072	Talcott Resolution Life Ins Co	Connecticut	\$14,147	.00008	\$17,258	.0001	\$25,107	.00016
408	71773	American Natl Life Ins Co Of TX	Texas	\$6,713	.00004	\$5,557	.00003	\$2,436	.00002
918	65056	Jackson Natl Life Ins Co	Michigan	\$4,698	.00003	\$9,802	.00006	\$10,676	.00007
477	61700	Renaissance Life & Hlth Ins Co of	Indiana	\$3,277	.00002	\$2,999	.00002	\$2,740	.00002
1117	71706	Standard Life & Cas Ins Co	Utah	\$3,848	.00002	\$4,991	.00003	\$5,494	.00003
4213	62413	Wilcac Life Ins Co	Illinois	\$1,175	.00001	\$4,706	.00003	\$0	0
69	20796	21st Century Premier Ins Co	Pennsylvania	\$1,730	.00001	\$1,735	.00001	\$1,735	.00001
408	63657	Garden State Life Ins Co	Texas	\$1,823	.00001	\$138	0	\$0	0
	11121	Unified Life Ins Co	Texas	\$2,043	.00001	\$2,399	.00001	\$2,372	.00001
4736	62359	Nassau Life Ins Co of TX	Texas	\$0	0	\$0	0	\$26,927	.00017
4213	65900	Wilco Life Ins Co	Indiana	\$0	0	\$0	0	\$5,037	.00003
468	66281	Transamerica Premier Life Ins Co	Iowa	\$0	0	\$0	0	\$297,985	.00185
1295	80799	Celtic Ins Co	Illinois	\$0	0	\$26,571	.00016	\$45,225	.00028
	91785	Sterling Nat Life Ins Co Inc	Utah	\$0	0	\$482,164	.0029	\$347,976	.00216

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4947	60176	SBLI USA Life Ins Co Inc	New York	\$304	0	\$0	0	\$0	0