

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	2022 Premiums	2022 Market Share	2021 Premiums	2021 Market Share	2020 Premiums	2020 Market Share
770	60128	Wellmark Of SD Inc	South Dakota	\$64,687,829	.37424	\$61,941,569	.36396	\$58,667,123	.35232
	95839	Avera Hlth Plans Inc	South Dakota	\$18,532,114	.10721	\$18,331,682	.10771	\$18,320,287	.11002
261	13100	Omaha Ins Co	Nebraska	\$16,089,975	.09309	\$17,020,952	.10001	\$16,048,388	.09638
707	79413	UnitedHealthcare Ins Co	Connecticut	\$12,835,819	.07426	\$12,955,569	.07612	\$13,011,183	.07814
261	69868	United Of Omaha Life Ins Co	Nebraska	\$10,443,369	.06042	\$11,808,044	.06938	\$13,263,952	.07966
1	12321	American Continental Ins Co	Tennessee	\$7,135,899	.04128	\$6,101,824	.03585	\$5,227,886	.0314
176	25178	State Farm Mut Auto Ins Co	Illinois	\$4,169,919	.02412	\$4,210,667	.02474	\$4,208,105	.02527
	56014	Thrivent Financial For Lutherans	Wisconsin	\$4,117,561	.02382	\$4,019,784	.02362	\$3,988,494	.02395
367	80578	Physicians Mut Ins Co	Nebraska	\$3,228,625	.01868	\$3,397,763	.01996	\$3,531,373	.02121
1246	95683	Sanford Hlth Plan	South Dakota	\$2,660,208	.01539	\$2,969,657	.01745	\$3,000,885	.01802
367	72125	Physicians Life Ins Co	Nebraska	\$2,375,864	.01375	\$1,858,854	.01092	\$1,180,976	.00709
261	71412	Mutual Of Omaha Ins Co	Nebraska	\$2,353,887	.01362	\$1,654,957	.00972	\$2,019,039	.01213
261	72850	United World Life Ins Co	Nebraska	\$2,309,188	.01336	\$2,622,889	.01541	\$3,085,461	.01853
119	73288	Humana Ins Co	Wisconsin	\$1,823,009	.01055	\$1,897,841	.01115	\$2,055,159	.01234
	66214	Heartland Natl Life Ins Co	Indiana	\$1,729,591	.01001	\$1,230,476	.00723	\$401,282	.00241
520	67784	Philadelphia Amer Life Ins Co	Texas	\$1,611,434	.00932	\$1,098,614	.00646	\$780,789	.00469
	56499	Assured Life Assn	Colorado	\$1,408,455	.00815	\$1,716,834	.01009	\$1,610,429	.00967
901	67369	Cigna Hlth & Life Ins Co	Connecticut	\$1,268,699	.00734	\$1,334,846	.00784	\$1,394,401	.00837
473	19275	American Family Mut Ins Co SI	Wisconsin	\$902,152	.00522	\$1,106,852	.0065	\$1,253,266	.00753
3527	67679	American Republic Corp Ins Co	Iowa	\$872,284	.00505	\$930,397	.00547	\$1,010,270	.00607
200	69663	USAA Life Ins Co	Texas	\$731,793	.00423	\$732,898	.00431	\$714,964	.00429

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836	70939	Gerber Life Ins Co	New York	\$694,817	.00402	\$744,748	.00438	\$859,238	.00516
4888	62952	SILAC Ins Co	Utah	\$675,973	.00391	\$816,157	.0048	\$926,321	.00556
3436	61581	Capitol Life Ins Co	Texas	\$669,433	.00387	\$450,874	.00265	\$50,823	.00031
901	88366	American Retirement Life Ins Co	Ohio	\$636,068	.00368	\$708,261	.00416	\$720,312	.00433
1117	61883	ManhattanLife Ins & Ann Co	Texas	\$580,145	.00336	\$326,373	.00192	\$19,584	.00012
233	62065	Colonial Penn Life Ins Co	Pennsylvania	\$572,075	.00331	\$618,326	.00363	\$621,825	.00373
901	65722	Loyal Amer Life Ins Co	Ohio	\$469,270	.00271	\$567,235	.00333	\$620,929	.00373
1	63444	Accendo Ins Co	Utah	\$450,229	.0026	\$61,746	.00036	\$0	0
468	86231	Transamerica Life Ins Co	Iowa	\$435,440	.00252	\$471,749	.00277	\$535,387	.00322
4616	57991	Everence Assn Inc	Indiana	\$429,045	.00248	\$468,559	.00275	\$503,539	.00302
4888	89184	Sterling Investors Life Ins Co	Indiana	\$405,784	.00235	\$458,662	.0027	\$46,391	.00028
290	92916	United Amer Ins Co	Nebraska	\$339,176	.00196	\$391,832	.0023	\$473,549	.00284
626	62146	Combined Ins Co Of Amer	Illinois	\$333,553	.00193	\$354,587	.00208	\$354,525	.00213
1552	12459	Medica Ins Co	Minnesota	\$332,064	.00192	\$0	0	\$0	0
3527	31119	Medico Ins Co	Iowa	\$323,195	.00187	\$390,167	.00229	\$445,795	.00268
4824	68802	Sentinel Security Life Ins Co	Utah	\$307,389	.00178	\$315,227	.00185	\$435,832	.00262
3527	79987	Medico Corp Life Ins Co	Iowa	\$291,711	.00169	\$309,371	.00182	\$384,868	.00231
306	70408	Union Security Ins Co	Kansas	\$259,776	.0015	\$264,283	.00155	\$195,654	.00117
233	70319	Washington Natl Ins Co	Indiana	\$186,915	.00108	\$217,081	.00128	\$257,962	.00155
181	73504	Lumico Life Ins Co	Missouri	\$184,419	.00107	\$191,780	.00113	\$73,396	.00044
3436	68543	Liberty Bankers Life Ins Co	Oklahoma	\$181,449	.00105	\$229,800	.00135	\$265,561	.00159
690	61751	Central States H & L Co Of Omaha	Nebraska	\$171,022	.00099	\$149,391	.00088	\$103,126	.00062
181	85561	Elips Life Ins Co	Missouri	\$171,779	.00099	\$14,861	.00009	\$0	0
	56383	Order of United Commercial	Ohio	\$159,958	.00093	\$178,621	.00105	\$232,727	.0014
901	61727	Cigna Natl Hlth Ins Co	Ohio	\$158,439	.00092	\$33,131	.00019	\$13,508	.00008

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3527	60836	American Republic Ins Co	Iowa	\$155,168	.0009	\$197,744	.00116	\$236,831	.00142
	71404	Continental Gen Ins Co	Texas	\$141,569	.00082	\$180,722	.00106	\$217,906	.00131
370	60380	American Family Life Assur Co of	Nebraska	\$122,514	.00071	\$145,646	.00086	\$177,099	.00106
	69132	State Mut Ins Co	Georgia	\$122,983	.00071	\$109,053	.00064	\$122,825	.00074
587	61239	Bankers Fidelity Life Ins Co	Georgia	\$111,276	.00064	\$138,465	.00081	\$153,405	.00092
233	61263	Bankers Life & Cas Co	Illinois	\$103,779	.0006	\$125,725	.00074	\$142,095	.00085
1117	65870	Manhattan Life Ins Co	New York	\$86,286	.0005	\$126,200	.00074	\$145,074	.00087
	57053	Catholic United Financial	Minnesota	\$86,891	.0005	\$60,947	.00036	\$43,518	.00026
449	90212	Great Southern Life Ins Co	Texas	\$80,449	.00047	\$78,246	.00046	\$54,501	.00033
2858	81779	Individual Assur Co Life Hlth & Acc	Oklahoma	\$79,686	.00046	\$81,696	.00048	\$156,563	.00094
332	61271	Principal Life Ins Co	Iowa	\$73,695	.00043	\$92,200	.00054	\$145,472	.00087
449	61999	Americo Fin Life & Ann Ins Co	Texas	\$68,538	.0004	\$80,784	.00047	\$83,685	.0005
8	82538	National Hlth Ins Co	Texas	\$67,658	.00039	\$43,364	.00025	\$24,668	.00015
574	76112	Oxford Life Ins Co	Arizona	\$67,847	.00039	\$76,667	.00045	\$101,055	.00061
4903	71390	Puritan Life Ins Co of Amer	Arizona	\$65,947	.00038	\$82,349	.00048	\$103,103	.00062
4011	65536	Genworth Life & Ann Ins Co	Virginia	\$58,319	.00034	\$54,573	.00032	\$98,361	.00059
1117	85189	Western United Life Assur Co	Washington	\$56,689	.00033	\$77,471	.00046	\$92,778	.00056
687	64211	Guarantee Trust Life Ins Co	Illinois	\$57,109	.00033	\$56,089	.00033	\$48,836	.00029
1	90328	First Hlth Life & Hlth Ins Co	Texas	\$50,067	.00029	\$64,359	.00038	\$64,625	.00039
1117	63053	Family Life Ins Co	Texas	\$39,565	.00023	\$43,510	.00026	\$53,493	.00032
31	34274	Central States Ind Co Of Omaha	Nebraska	\$39,624	.00023	\$42,349	.00025	\$39,517	.00024
290	91472	Globe Life & Accident Ins Co	Nebraska	\$37,838	.00022	\$37,611	.00022	\$39,203	.00024
3891	91642	Forethought Life Ins Co	Indiana	\$38,839	.00022	\$44,600	.00026	\$62,580	.00038
1	78700	Aetna Hlth & Life Ins Co	Connecticut	\$36,573	.00021	\$43,677	.00026	\$47,234	.00028
1211	66583	National Guardian Life Ins Co	Wisconsin	\$31,786	.00018	\$28,278	.00017	\$6,037	.00004

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215	69930	United Ins Co Of Amer	Illinois	\$28,699	.00017	\$16,473	.0001	\$1,510	.00001
687	92703	United Natl Life Ins Co Of Amer	Illinois	\$24,126	.00014	\$24,670	.00014	\$24,708	.00015
	65927	Lincoln Heritage Life Ins Co	Illinois	\$24,997	.00014	\$23,643	.00014	\$21,997	.00013
1	68500	Continental Life Ins Co Brentwood	Tennessee	\$22,264	.00013	\$24,708	.00015	\$51,886	.00031
4712	63967	Government Personnel Mut Life Ins	Texas	\$23,027	.00013	\$34,558	.0002	\$35,171	.00021
707	62286	Golden Rule Ins Co	Indiana	\$18,332	.00011	\$20,253	.00012	\$22,394	.00013
4947	60176	SBLI USA Life Ins Co Inc	New York	\$13,464	.00008	\$304	0	\$0	0
4736	68284	Nassau Life Ins Co of KS	Kansas	\$14,276	.00008	\$12,939	.00008	\$16,836	.0001
	57657	Royal Neighbors Of Amer	Illinois	\$12,041	.00007	\$13,574	.00008	\$19,410	.00012
4736	93734	Nassau Life & Ann Co	Connecticut	\$9,771	.00006	\$14,912	.00009	\$23,391	.00014
4926	88072	Talcott Resolution Life Ins Co	Connecticut	\$9,990	.00006	\$14,147	.00008	\$17,258	.0001
408	86355	Standard Life & Accident Ins Co	Texas	\$10,397	.00006	\$21,524	.00013	\$24,618	.00015
370	92908	Tier One Ins Co	Nebraska	\$7,788	.00005	\$0	0	\$0	0
408	71773	American Natl Life Ins Co Of TX	Texas	\$6,825	.00004	\$6,713	.00004	\$5,557	.00003
826	66915	New York Life Ins Co	New York	\$7,551	.00004	\$16,525	.0001	\$20,446	.00012
1295	80799	Celtic Ins Co	Illinois	\$7,775	.00004	\$0	0	\$26,571	.00016
4677	94587	Members Hlth Ins Co	Arizona	\$4,797	.00003	\$0	0	\$0	0
477	61700	Renaissance Life & Hlth Ins Co of	Indiana	\$3,643	.00002	\$3,277	.00002	\$2,999	.00002
1117	71706	Standard Life & Cas Ins Co	Utah	\$4,310	.00002	\$3,848	.00002	\$4,991	.00003
3436	66001	American Benefit Life Ins Co	Oklahoma	\$1,248	.00001	\$0	0	\$0	0
69	20796	21st Century Premier Ins Co	Pennsylvania	\$1,735	.00001	\$1,730	.00001	\$1,735	.00001
408	63657	Garden State Life Ins Co	Texas	\$2,044	.00001	\$1,823	.00001	\$138	0
918	65056	Jackson Natl Life Ins Co	Michigan	\$2,402	.00001	\$4,698	.00003	\$9,802	.00006
	11121	Unified Life Ins Co	Texas	\$0	0	\$2,043	.00001	\$2,399	.00001
4213	62413	Wilcac Life Ins Co	Illinois	\$0	0	\$1,175	.00001	\$4,706	.00003

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730	68462	Reserve Natl Ins Co	Illinois	\$0	0	\$137,130	.00081	\$320,412	.00192
5044	91785	Sterling Nat Life Ins Co Inc	Texas	\$0	0	\$0	0	\$482,164	.0029
	60542	American Home Life Ins Co	Kansas	\$457	0	\$0	0	\$0	0
1117	16755	ManhattanLife of Amer Ins Co	Texas	\$623	0	\$0	0	\$0	0