

Medical Marketing

Content provided by the Large Group and Small Group Medical Marketing teams.



July 2025

1/1/26 Medical Marketing Timeline

Number of Lives	Submission Month	Claims for Initial Quotes
1000+	July	6 months
500-999	August 1-15	7 months
300-499	August 16-31	7 or 8 months
0-300	September	8 months

Note: We understand that there are exceptions. Reach out to your marketer if you have a request outside of these guidelines.

Early submissions typically mean clients would like to lock in their renewals early as well. Carriers have been studying their books of business and have found that loss ratios increase the earlier groups lock in. Keep in mind that:

- At month 8 of the policy, only 37% of claimants and 51% of claim dollars are known.
- By month 12, 21% of claimants and 11% of claim dollars remain unreported, making early reporting significantly immature.
- Carriers load 6%-12% of total premium for each additional month a group is ahead of the standard timeline.



To view more about early lock considerations, copy and paste this link into File Explorer:
O:\Benefits\Marketing\Self Funded\Resources\Early Lock Considerations.pptx



Self-Funded:

Hot off the Press!

The 2025 C&B Captive Framework is available for client & prospect meetings. The PowerPoint slides & all supplemental materials can be found here:
O:\Benefits\Marketing\Self Funded\Captives

Additionally, a Captive Framework educational session will be held on July 9th at 2:00. Please reach out to Dan Feldhake or your assigned marketer with additional questions.



Fully Insured:

BCBS IL to Exit COBRA Admin Market

Effective Jan 1, 2026, Blue Cross and Blues Shield of Illinois will be exiting the COBRA/DB Administration market. Your clients will need to secure a new COBRA/DB vendor to administer these services, beginning (effective) on or before Jan 1, 2026 and must notify your BCBSIL rep no later than Sept 1, 2025 with their new COBRA vendor. BCBSIL doesn't have a preferred COBRA vendor.

Stop Loss:

HCC has released their annual market report ([linked here](#)).

Market Overview

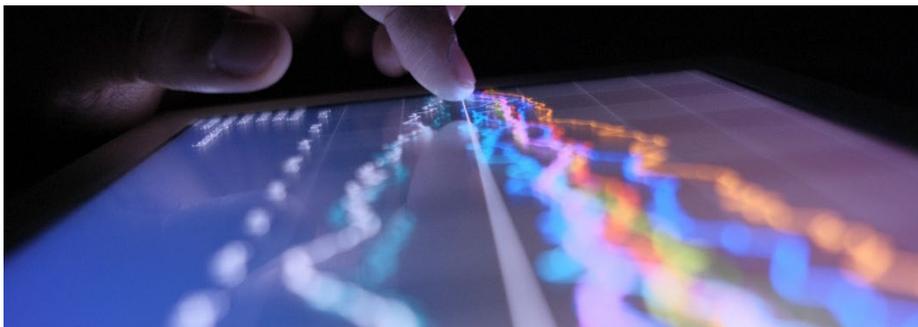
The medical stop loss industry in 2025 continues to be shaped by long-term impacts from the Affordable Care Act and the COVID-19 pandemic. The market is experiencing *a hardening trend*, with rising claim frequencies and escalating healthcare costs. Hospitals are increasing charges to recover from pandemic-era losses, and insurers are responding with higher premiums and stricter underwriting.

Key Trends and Insights

- **Rising Costs:** Healthcare inflation, provider leverage, and advanced therapies are driving up costs. Gene and cell therapies, though not yet widespread, are contributing to higher claim severities.
- **Large Claims:** The frequency and severity of large claims (>\$1M and >\$2M) have increased significantly since 2013, with average severities surpassing \$3.1M in 2024.
- **Top Diagnostic Categories**
 - By Frequency: Neoplasms/Cancers, Cardiovascular Diseases, and Nervous System Diseases.
 - By Severity: Organ Transplants, Perinatal/Neonatal, and Congenital Abnormalities.
 - By Total Cost: Neoplasms/Cancers and Cardiovascular Diseases account for over 48% of total costs.
- **Claims by Age:** Children under 10 years old represent a growing share of total claim costs and have the highest frequency of million-dollar claims.
- **COBRA Claims:** COBRA enrollees are significantly more likely to generate high-cost claims, with 15.5x more \$1M+ claims than active employees.

Underwriting and Risk Management

- **Loss Ratio Maturity:** Immature loss ratios (e.g., at 6 months) can be misleading. Final loss ratios tend to increase by 16% on average by year-end.
- **Specific Deductibles:** Groups that increased deductibles more frequently saw lower average annual rate increases.



Level Funded:

Effective Immediately, UnitedHealthcare Level Funded will no longer restrict the use of external Health Reimbursement Arrangements (HRAs) with its Level Funded Medical Plans. This change provides greater flexibility for employers and plan participants.

- The attached summary provides speaking points on the policy change.
- A Broker Communication will be released by the end of June. It is currently pending additional review by corporate communications.
- There will not be a member communication because we cannot identify those members that have an HRA. However, UHC Rewards redemption screens will be updated regarding potential tax implications (see below screenshots).
- This information on the policy update can be shared with brokers. In any verbal conversations it is important that you state that UHC does not share any tax advice on IRS guidelines around spending accounts.

Regarding administration of the HRA:

- We will not be asking employers if they are utilizing an HRA.
- We will not be administering HRAs.
- There is not a restriction on plan design an HRA can be linked to.

Upcoming Presentations

Wellmark Visit

Introduction training for Dubuque new hires from 2024-2025, followed by informal office hours to meet Wellmark teammates and discuss client-specific issues

- Date: July 11 | Time: 10:30-11:30 AM (training), 1:00-1:30 PM (office hours)
- Location: Dubuque Room 307 and Teams
- Invites have been sent. Contact Kevin if you didn't receive one but would like to attend

Yourco SMS Platform Presentation

Presentation on SMS-based employee app for connecting and engaging non-desk workforce, ideal for trucking clients. Features include AI Powered Translations, Polls and Surveys, Analytics and insights, Enterprise-Grade Security, and 240+ HRIS & Payroll Integrations

- Date: July 14 | Time: 9:00 AM
- Location: Virtual
- Contact Kevin if you would like to join

Spring Health

[Spring Health](#) offers personalized mental health solutions that match individuals to appropriate care, improving outcomes while delivering positive financial returns for organizations. The training covers market landscape, platform overview, member/manager experience demonstrations, provider networks, ROI metrics, and Spring Health's unique partnership approach.

- Date: July 22
- Location: Virtual
- Contact Kevin if you would like to join

UHC/UMR Visit

Educational session covering Surest, pharmacy updates, and other important topics

- Date: July 24
- Location: Dubuque Room 724 and Teams
- Happy hour to follow in the lobby of the Roshek building

Captive Partner Meetings

Preferred captive partners visiting for education and 1/1 marketing season preparation

- **Pareto Visit**
 - Date: July 9 | Time: 10:00 AM
 - Location: Dubuque Room 307 and Teams
- **CRI Visit**
 - Date: July 15 | Time: 3:30 PM
 - Location: Dubuque Room 307 and Teams
 - Happy hour to follow (location TBD)
- **Berkley Visit**
 - Date: July 23 | Time: 2:00 PM
 - Location: Dubuque Room 307 and Teams



Kevin's Monthly Dad Joke

Three pieces of string walked into a bar. The first piece of string goes up to the bar and asked the barman "Can I have a pint of beer please?" The barman replied, "No sorry mate, we don't serve pieces of string." So, it went and sat back down.

The second piece of string tied himself in a bow and walked up to the bar and said to the barman "Alright mate, can I have a pint of beer please?" The barman replied "Look, sorry mate but we do not serve pieces of string." So back it went to the table.

The third piece of string stood up, starts tying himself up and pulling himself apart on one end. It walked up to the bar and said "Can I have a pint of beer please?". The barman said "Are you a piece of string?"

The piece of string replied "No mate, I'm a frayed knot!!"