

**Kathryn Weismantel**  
**ChapterHouse, LLC**  
kweismantel@chapterhouse.com

## **NAHU/CHAPTERHOUSE ANNUAL HEALTH BENEFITS BUYING TRENDS STUDY CITES BROKER PERSPECTIVES ON SHIFT TO RETAIL MARKET, GOVERNMENT MANDATES, IMPLICATIONS FOR DISTRIBUTION**

NAHU and ChapterHouse survey of over 1,500 agents and brokers provides fundamental market analysis of the disruptive innovation brokers expect across their entire business model

September 4, 2007, Lisle, IL – The National Association of Health Underwriters (NAHU) and ChapterHouse, LLC announce their annual Trends Study, this year focused on the how the accelerating market transformation is mandating unprecedented change in brokerage and distribution. “The Future of Distribution” represents survey results from over 1,500 brokers, GA’s and carrier representatives from 48 states.

Key findings include:

- 68.5% say the U.S. government will mandate employers to provide health care coverage through existing health plans.
- 31% believe the market will be “retail” (consumer decisions), limiting employers’ role in as few as five years.
- 80% indicate significant planned shifts in their business models in response to emerging market dynamics.
- 40% of brokers still manage their businesses on paper – representing significant risk and barrier to change for some.

“This study points to a ‘perfect storm’ scenario in which brokers may be caught in the cross hairs of the current private-based system and an evolving mandated environment,” suggests Michael Main, ChapterHouse Managing Partner and study sponsor. Brokers have an opportunity to reposition and prepare for the likely shift. Those driving innovation are bringing new health and wellness programs to employers as well as a variety of new solutions not offered by other health care players.

“The results of this study indicate that the private health care industry is determined to continue to provide Americans with the highest quality of care possible, in the most affordable way,” NAHU Executive Vice President and CEO Janet Trautwein said.

Key findings available today highlight broker beliefs in the threats to the channel emerging from product and service innovations, key strategies for mitigating trend, the evaluation criteria used in evaluating benefit programs and how the advisory role will change over time.

NAHU and ChapterHouse are making the full “Future of Distribution” survey results available. Proceeds from the sale benefit NAHU. For more information contact ChapterHouse at 866.600.4200 or email [futuredistribution@chapterhouse.com](mailto:futuredistribution@chapterhouse.com). To arrange for an interview related to the study’s findings, please contact Kathryn Weismantel, Director of Marketing, ChapterHouse, [kweismantel@chapterhouse.com](mailto:kweismantel@chapterhouse.com)

### **About ChapterHouse**

ChapterHouse, LLC is a leading healthcare strategy consulting firm. The company is recognized for its expertise in corporate strategy, top line growth and market analysis in all major segments of healthcare. Grounded in strong analytics and staffed by experts in payers, benefits administration, healthcare technology, medical products and provider networks, ChapterHouse provides strategic direction, objective analysis and leading edge market data with the goal of enabling positive change for the industry. Further information can be obtained at [www.chapterhouse.com](http://www.chapterhouse.com) or by calling 630-968-6880.

**About NAHU**

The National Association of Underwriters represents over 20,000 health insurance agents, brokers, consultants and professional. NAHU members serve employers and individual consumers in accessing and purchasing affordable health insurance and related products. For more information, please contact Brandi Travis, manager of communications, at 703-276-3815.