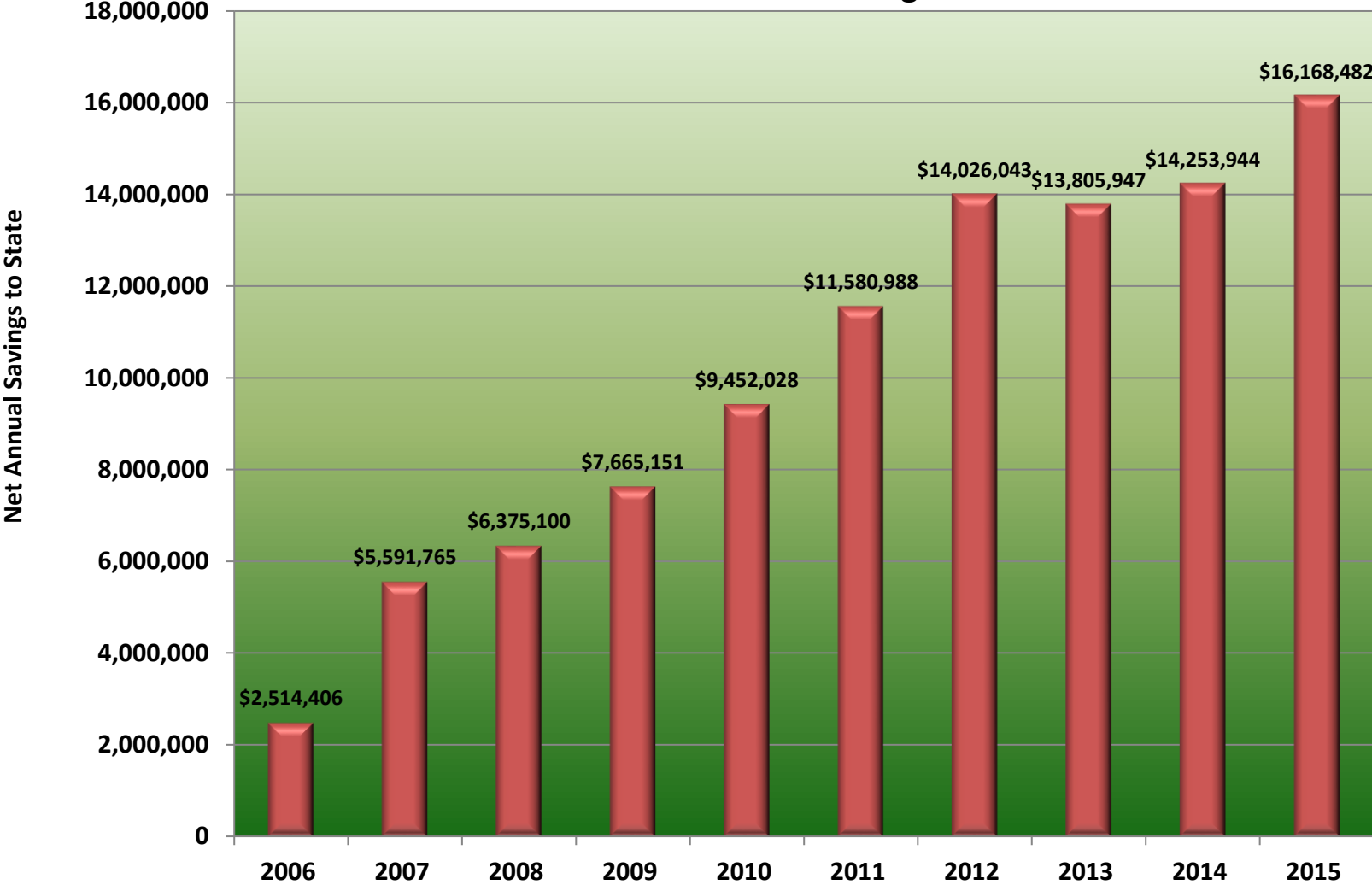


# State Employees' Health Insurance Plan Marketing Representative's Activity State's Annual Net Savings



**STATE EMPLOYEES' HEALTH INSURANCE PLAN**  
**Marketing Representatives Activity**  
**Return-on-Investment**

Marketing Activity	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	ALL YEARS
<b>Enrollments (9/30/XXXX)</b>											
Supplemental	363	673	848	969	1,147	1,339	1,640	1,766	1,613	1,574	
Optional	445	697	577	641	710	784	637	755	804	864	
Health Reimbursement Arrangement										336	
Flexible Benefits	5,436	6,274	7,453	7,943	8,641	9,685	9,332	8,884	9,077	8,775	
<b>Gross Savings to State</b>											
Supplemental	\$3,037,935	\$6,227,648	\$7,444,308	\$8,729,216	\$10,825,769	\$12,799,726	\$14,180,998	\$14,576,934	\$14,661,118	\$15,111,392	\$107,595,044
Optional	\$540,673	\$1,330,806	\$1,391,504	\$1,614,860	\$1,756,997	\$2,194,547	\$3,950,252	\$4,039,614	\$3,234,503	\$3,676,348	\$23,730,104
Health Reimbursement Arrangement									\$451,570	\$1,325,781	\$1,777,350
Flexible Benefits	\$1,262	\$36,940	\$194,832	\$230,448	\$267,971	\$357,629	\$358,148	\$259,286	\$247,247	\$569,883	\$2,523,646
<b>Total Gross Savings</b>	<b>\$3,579,870</b>	<b>\$7,595,394</b>	<b>\$9,030,644</b>	<b>\$10,574,524</b>	<b>\$12,850,737</b>	<b>\$15,351,902</b>	<b>\$18,489,398</b>	<b>\$18,875,834</b>	<b>\$18,594,438</b>	<b>\$20,683,404</b>	<b>\$135,626,144</b>
<b>Less: Benefits Paid</b>											
Supplemental Policies	\$863,092	\$1,461,558	\$1,841,570	\$2,017,490	\$2,721,795	\$3,154,745	\$3,768,234	\$4,329,305	\$3,440,731	\$3,287,580	\$26,886,101
Optional Policies	\$61,992	\$137,110	\$258,298	\$435,359	\$207,795	\$152,668	\$201,162	\$296,744	\$314,730	\$332,751	\$2,398,610
Health Reimbursement Arrangement									\$129,629	\$437,967	\$567,595
<b>Total Benefits Paid</b>	<b>\$925,084</b>	<b>\$1,598,668</b>	<b>\$2,099,869</b>	<b>\$2,452,849</b>	<b>\$2,929,590</b>	<b>\$3,307,413</b>	<b>\$3,969,396</b>	<b>\$4,626,049</b>	<b>\$3,885,090</b>	<b>\$4,058,299</b>	<b>\$29,852,306</b>
<b>Net Change Benefits Paid</b>	<b>\$2,654,786</b>	<b>\$5,996,726</b>	<b>\$6,930,775</b>	<b>\$8,121,675</b>	<b>\$9,921,147</b>	<b>\$12,044,489</b>	<b>\$14,520,002</b>	<b>\$14,249,785</b>	<b>\$14,709,348</b>	<b>\$16,625,105</b>	<b>\$105,773,838</b>
<b>Less: Marketing Costs</b>											
Salaries	\$87,777	\$175,219	\$209,515	\$176,937	\$173,655	\$161,373	\$178,578	\$162,910	\$148,233	\$150,900	\$1,625,096
Commissions	\$20,124	\$108,217	\$189,383	\$143,010	\$150,621	\$150,365	\$165,584	\$132,865	\$145,378	\$151,192	\$1,356,738
<b>Total Wages</b>	<b>\$107,901</b>	<b>\$283,435</b>	<b>\$398,898</b>	<b>\$319,947</b>	<b>\$324,276</b>	<b>\$311,738</b>	<b>\$344,162</b>	<b>\$295,775</b>	<b>\$293,611</b>	<b>\$302,092</b>	<b>\$2,981,834</b>
Fringe Benefits	\$16,005	\$76,480	\$109,017	\$85,045	\$99,556	\$106,005	\$102,005	\$95,217	\$103,611	\$105,842	\$898,783
Travel and Miscellaneous	\$16,474	\$45,047	\$47,761	\$51,532	\$45,287	\$45,758	\$47,792	\$52,846	\$58,182	\$48,689	\$459,367
<b>Total Marketing Costs</b>	<b>\$140,380</b>	<b>\$404,962</b>	<b>\$555,675</b>	<b>\$456,523</b>	<b>\$469,119</b>	<b>\$463,501</b>	<b>\$493,959</b>	<b>\$443,838</b>	<b>\$455,404</b>	<b>\$456,623</b>	<b>\$4,339,984</b>
<b>Net Savings to State</b>	<b>\$2,514,406</b>	<b>\$5,591,765</b>	<b>\$6,375,100</b>	<b>\$7,665,151</b>	<b>\$9,452,028</b>	<b>\$11,580,988</b>	<b>\$14,026,043</b>	<b>\$13,805,947</b>	<b>\$14,253,944</b>	<b>\$16,168,482</b>	<b>\$101,433,853</b>
<b>Return-on-Investment (ROI)</b>	<b>18.91</b>	<b>14.81</b>	<b>12.47</b>	<b>17.79</b>	<b>21.15</b>	<b>25.99</b>	<b>29.40</b>	<b>32.11</b>	<b>32.30</b>	<b>36.41</b>	<b>24.37</b>
<b>Savings to Employees</b>											
Supplemental	\$863,092	\$1,461,558	\$1,841,570	\$2,017,490	\$2,721,795	\$3,154,745	\$3,768,234	\$4,329,305	\$3,440,731	\$3,287,580	\$26,886,101
Optional	\$61,992	\$137,110	\$258,298	\$435,359	\$207,795	\$152,668	\$201,162	\$296,744	\$314,730	\$332,751	\$2,398,610
Health Reimbursement Arrangement										\$437,967	\$437,967
Flexible Benefits*	\$3,300	\$96,575	\$509,365	\$602,478	\$700,577	\$934,978	\$936,335	\$677,872	\$646,397	\$1,489,891	\$4,461,479
<b>Total Employee Savings</b>	<b>\$928,384</b>	<b>\$1,695,243</b>	<b>\$2,609,234</b>	<b>\$3,055,327</b>	<b>\$3,630,167</b>	<b>\$4,242,391</b>	<b>\$4,905,731</b>	<b>\$5,303,921</b>	<b>\$4,401,859</b>	<b>\$5,548,189</b>	<b>\$34,184,156</b>

\* Calculated at a 20% tax rate for FICA, state and federal income taxes combined