

Case Study
Investment Support to a Sell Side Advisory Firm



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About the Client



- A reputed Wall Street sell-side investment advisory firm

Client Objectives / Goals



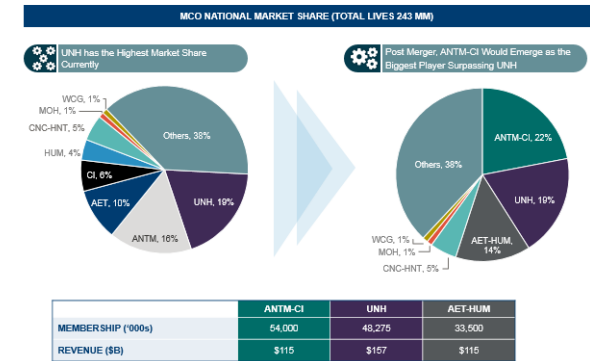
- Study the Limited Benefit market, otherwise called Mini Med plans, popular among daily wage and low wage workers
- Analyse the future of Limited Benefit plans, given the potential elimination of low premium/ low benefit plans from the market under the proposed health reforms
- Prepare primer calls on various managed care related issues

Approach and Methodology



- RocSearch prepared an in-depth industry primer, analysing the current market scenario, the prevalence of Mini Med plans and the demographics that primarily opted for these
- The study output included a detailed competitive landscape, key market segments and their size, and the uptake levels
- The team looked at historic coverage trends, such as the number of lives the top players covered under the Limited Benefit plans
- A scenario analysis of the potential implication of health reforms on the future enrolment numbers was conducted
- Possible impact on profit margins of the companies the client tracked was analysed, in the backdrop of the potential reforms

Sample Output



Results / Value-add



Basis the study, the client formed their investment advise for companies with a high exposure to Limited Benefits plans

Helped the client understand the implications of Health Reform law on Limited Benefit plans and the market these served