

Case Study

**Investment Publishing Support to a Sell-Side
Investment Advisory Firm**



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About the Client



- A reputed Wall Street sell-side investment advisory firm

Client Objectives / Goals



- Research on the Limited Benefit market (otherwise called Mini Med plans); popular among daily wage and low wage workers
- Analyse the future of these plans, given that the US Health Reform strives to eliminate such low premium/ low benefit plans from the market
- Write primer calls on various managed care related issues

Approach and Methodology



- Analysed the current market scenario and the prevalence of such Mini Med plans, and the demographic break-up of the people who opt for these the most
- Also, looked at the companies present in this space, detailing their market size and the uptake levels
- Provided the number of lives that the leading companies within their coverage, cover under Limited Benefit plans
- Studied the implication of the health reforms on the future enrolment numbers for Limited Benefits
- Analysed the implications for the coverage companies: We looked at the impact on profit margins of the companies the client tracks

Sample Output



Results / Value-add



Helped the client better understand the implications of the Health Reform law on such plans and the market they serve