



Market Figures

There were 2,017,000 people insured with inpatient health insurance plans at the end of June 2014. This represents a decrease in the number of insured people of 11,000 over the quarter – and 41,000 over the year. The market peaked at almost 2.3 million at the end of 2008.

In addition to those insured with inpatient plans, there were 102,000 insured with products solely providing outpatient benefits or health insurance cash plans.

Private health insurance in-patient plans	Total Insured 000's
Dec 2008	2,297
Dec 2009	2,260
Dec 2010	2,228
Dec 2011	2,163
Dec 2012	2,099
Jun 2013	2,058
Sep 2013	2,047
Dec 2013	2,049
Mar 2014	2,028
Jun 2014	2,017

Based on CSO population estimates for April 2013, the percentage of the population with inpatient health insurance plans currently stands at 43.9% down from the 2008 peak of 50.9%.

Market Changes

Laya Healthcare

Laya Healthcare released Essential Connect Health (€950 per adult, €255 per student/child) on 1 June 2014 followed by 34 new plans on 1 August 2014 in the Precision, Control and Empower range. Laya withdrew Family Care and HealthWise Plus plans from the market on 1 August 2014.

Vhi Healthcare

Vhi changed the premiums on 8 of their PMI plans from reductions of -1% to increases of 12% on adult premiums on 1 August 2014 and launched a new plan; PMI 38 14 (€1,550 per adult, €238.08 per student, €237.04 per child 1-3) on 22 August 2014.

Aviva Health

Aviva Health released 4 new Focus plans on 1 July 2014; First Focus 300 (€765 per adult), First Focus 500 (€665 per adult), Future Focus 300 (€845 per adult), Future Focus 500 (€745 per adult). These plans are similar to the existing First and Future Focus plans but with different excesses.

Aviva also released Be Fit 1 plan (€1,117.90 per adult), Be Fit 2 plan (€1,189.70 per adult) and Be Fit 3 plan (€1,413.10 per adult) on 1 July and Be Fit 2.1 (€1,189.70 per adult) on 1 August 2014. Aviva then withdrew Total Life Level 1 from the market on 15 August 2014.



Market News

Market shares (by number of insured persons) at the end of 2013 were as follows:

Aviva Health	15%
Laya Healthcare	23%
Vhi Healthcare	54%
GloHealth	4%
Restricted Membership Undertakings	4%

The following table shows how market shares varied with age at the end of 2013. The table below refers to open membership insurers only and excludes the restricted membership undertakings.

Age Group	Aviva Health	GloHealth	Laya Healthcare	Vhi Healthcare
0-49	17%	5%	26%	52%
50-59	18%	2%	23%	58%
60-69	16%	1%	22%	62%
70-79	10%	0%	15%	75%
80+	6%	0%	7%	87%

Lifetime Community Rating

The Minister for Health announced on 7 July 2014 that he had signed into law a new measure, Lifetime Community Rating, to encourage people to take out private health insurance at a younger age, thereby helping to control premium inflation across the health insurance market.

Community rated markets depend on a continuing entry of younger people. Younger people claim less on average and accordingly, their continuing participation keeps premiums down for everybody. Conversely, if people wait until they are older before taking out private health insurance, premiums will increase for everybody.

The introduction of Lifetime Community Rating provides for late entry loadings on the premiums of those who buy health insurance for the first time at the age of 35 years and older.

There will be a grace period up to 1 May 2015, before which no loadings will apply. After that date, people aged 35 and upwards will be subject to a late entry loading when taking out private health insurance. Existing health insurance customers who continue to retain their cover will not be affected.

For those who first purchase health insurance after 30 April 2015, the new measure will involve a 2% loading for each year the age at joining exceeds 34. Credit will be provided for previous periods of health insurance and for periods of unemployment since the economic downturn in 2008.

GloHealth

GloHealth launched Best Plan Ultimate Cash II (€1,593.76 per adult, €759.38 per student and €421.88 per child over 3, children under 3 go free) on 1 July 2014 and withdrew Best Plan Ultimate Cash on 12 July 2014.

Special Offers

Laya Healthcare

Laya are currently offering half price children and students since 1 July 2014 on their Essential Connect Family plan. Premiums have decreased from €307.70 to €153.85 per child and student.

Laya also decreased premiums on 26 of their individual plans on 1 August 2014 by between 9% and 29% on adult premiums.

Vhi Healthcare

VHI are offering half price children and students from 1 July until 31 October 2014 on individual and Company plans and also on 29 of their PMI plans from 1 August 2014.

Aviva Health

Aviva are offering reduced child rates on their Family Focus plan from 1 July to 1 September 2014. Rates for children aged 0-4 are reduced from €310 to €260 and for children aged 5-17, from €300 to €199 per child.

Aviva are also offering reduced child rates on their Hospital Focus (children aged 0-4 are reduced from €422.90 to €260; children aged 5-17 from €360.60 to €150) and Health Plan 16 (reduced from €402.70 to €213.80 per child) plans from 1 August 2014.