

2018 MEDICAL MARKETING SCORING MATRIX BASED ON INITIAL RELEASES

Maximum Point Total: 100

Evaluation Criteria	Weighting	BCBSKC	Aetna	Cigna	Humana	UHC
Capabilities/Services Provided	25%	22.5	21.3	22.5	22.5	21.3
Ease of Administration (Service Experience/Support)	25%	23.8	20.0	21.3	21.3	18.8
Price & Multi-Year Rate Guarantees/Increase Limits	30%	25.5	28.5	28.5	30.0	25.5
Network Disruption	10%	10.0	9.5	9.5	9.0	9.5
Employee Brand Perception	10%	10.0	8.5	9.0	8.5	8.0
Weighted Score	100%	91.8	87.8	90.8	91.3	83.0

Insert Rating on a 100 Point Scale for Each Category	BCBSKC	Aetna	Cigna	Humana	UHC
Capabilities/Services Provided	90	85	90	90	85
Ease of Administration (Service Experience/Support)	95	80	85	85	75
Price & Multi-Year Rate Guarantees/Increase Limits	85	95	95	100	85
Network Disruption	100	95	95	90	95
Employee Brand Perception	100	85	90	85	80

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14