



# Individual Health Insurance, 2nd Edition

*By Hans Leida, William Bluhm*

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## **Individual Health Insurance, 2nd Edition** By Hans Leida, William Bluhm

NEW EDITION! The advent of federal healthcare reform in the United States has thrust individual health insurance into the limelight as never before. The marketplace for individuals not covered by an employer plan has changed fundamentally in the past few years, with significant new risks and opportunities for the stakeholders involved. Health insurers must quickly develop and implement new strategies to succeed in the post-reform world. At the same time, all other aspects of healthcare also continue to evolve rapidly, not only because of reform efforts, but also because of demographic changes, technological advances, and other forces. This second edition of *Individual Health Insurance* has been updated for the vast-and still-unfolding-tapestry of changes made by the Affordable Care Act. At the same time, it also features updated and expanded material on many other topics, such as Medicare Advantage and Part D. The authors are internationally known experts on individual health insurance, and their knowledge was supplemented with specialized expertise from several colleagues. This book covers the history of the individual marketplace, the role of government health policy, products currently available, regulation, and all aspects of the development and management of this business. It is a valuable comprehensive resource for those working in the field, whether they are actuaries, managers of payors or providers, or policymakers.

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