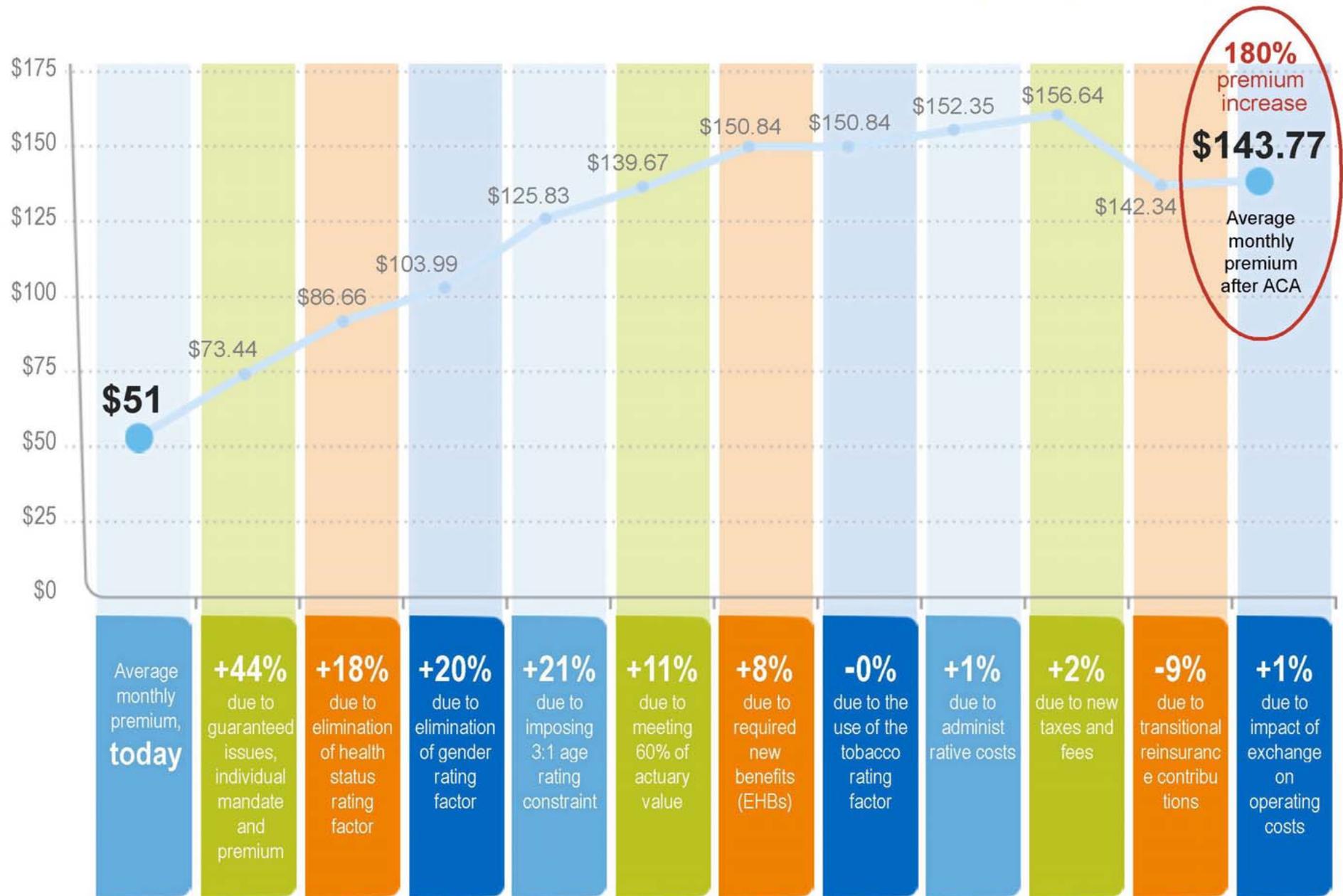


Exhibit B

Rate Shock Chart – Impact on individual market: young, healthy male



This example is based on a survey conducted by the American Action Forum of major insurers representing the vast majority of covered individuals in the U.S. and asking the likely impact of the Affordable Care Act (ACA) on premiums in the individual and small group markets.

- We believe the primary drivers for consumers will be price and brand. As consumers continue to focus on quality, they will be willing to make tradeoffs around broad access to care in order to achieve a lower premium. The [REDACTED] allows for a varying price premium by market and our research has shown the blue brand attracted a balanced risk profile overall. In designing our products, we will focus on the specific attributes that attract a broad base of consumers and a balanced risk portfolio.
- We feel in the retail focused exchange environment our existing members and new entrants to the health benefit market will respond to our brand promise - to help people get healthy, stay healthy and have a healthy impact on friends, family and the health care system.

Product:

- We are developing marketing / product strategy that focuses on ease of use, value added experiences and trust.
- [REDACTED] is actively creating product solutions for each of its states. Our strategy is based on our current understanding of the state-specific exchange marketplace. We continue to refine and advance our approach to product offerings, sales and distribution.
- We are developing a competitive operating model that will meet the demands of the new Individual Insured consumers expected to enter the market in 2014 who will be looking to shop, apply for and purchase an insurance policy in a new market environment.
- [REDACTED] has been providing information about our plans for use on healthcare.gov and will continue to make sure our plans meet all of the health care reform law's benefit requirements.

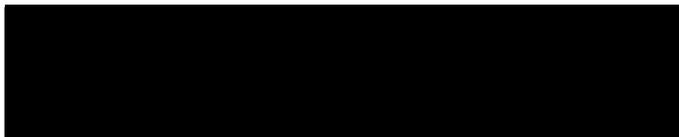
Premiums and Possible Rate Shock:

- With the passing of the Affordable Care Act of 2010 (ACA), states have begun assessing the impact of various components of the law on their insured markets including the impact major provisions of the ACA will have on premiums. While the ACA will help millions of people get coverage for the first time, new insurance taxes, costly benefits requirements, community rating, and age rating restrictions will drive up the cost of coverage for millions of consumers and employers.
- As the issue of rising health insurance premiums gains more attention in the media and among the broader policy community, we wanted to share with you information on the impact major provisions of the ACA might have on premiums. While rate changes will vary significantly on an individual by individual basis and an employer by employer basis, there are several studies that have been released that explain what is expected to occur. This includes:
 - A report, led by former CBO Director, Doug Holtz-Eakin of the American Action Forum, looked at the specific impacts of the ACA reforms taking place in 2014 and how premiums may be affected. The survey found that on average, premiums for young, healthy people in the individual and small group market would jump 169 percent while the costs would for older, less healthy people in



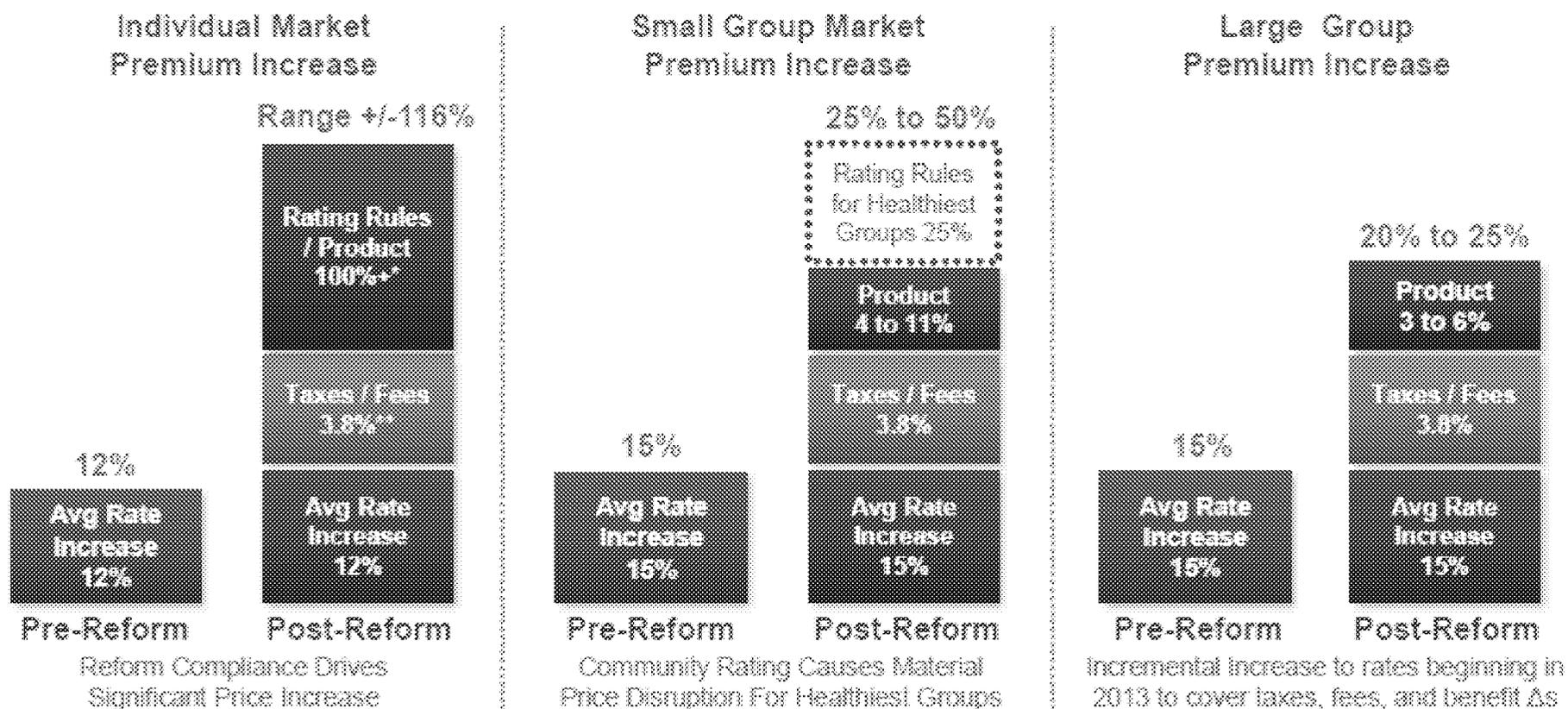
Indiana Small Group Rate Example

		Current	Future	
Base Cost – no change in benefits		\$ 250.00	\$ 250.00	Per Member Per Month
Demo (Age/Gender) – Greater % of young males *		0.90	1.10	
Family Composition *		1.00	1.00	
Area *		1.00	1.00	
Tobacco Use *		1.00	1.05	
Group Size – 26 lives *		0.90	1.00	
Industry – Accounting *		0.95	1.00	
Health Underwriting - Healthy *		0.65	0.87	
Administrative Retentions /		0.80	0.80	
		\$ 156.98	\$ 315.46	201.0%



2014 reform premium impact assessment

- Impact of benefit expansion, pricing restrictions and taxes and fees
- Consumers (both group and individual buyers) will face substantial price increases, further pressuring the system
- New pricing rules and new product design mandates will have a significant impact on the price consumers pay for insurance in 2014 and beyond



* Individual rates expected to increase 100% to up to 200% due to product and rating changes.

** May be partially offset by reinsurance payments, net impact not yet known.

