



2025 SIIA Healthcare Price Transparency Attendee Demographics

Industry Representation

TPAs/Captive Managers/Self-Insured Entities.....	22%
Insurance Entities	31%
Industry Product/Service Providers.....	25%
Brokers/Consultants.....	6%
Other	16%

Attendee Profiles

Presidents, CEOs, COOs, CFOs, COBs, EVPs	40%
Vice Presidents	23%
Directors, Managers, Account Executives	27%
Other	10%

Geographic Breakdown

Southeast (AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	26%
Northeast (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	32%
Southwest (AZ, NM, OK, TX)	4%
Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI).....	24%
West (AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)	14%
International.....	0%

Business Focus/Areas of Interest

Self-Insured Health Care Plans	99%
Self-Insured Workers Compensation Programs	13%
Captive.....	29%
International Self-Insurance Strategies	17%

Note: For 38% of the Attendees for the 2025 SIIA Healthcare Price Transparency Forum fall under multiple categories for Business Focus/Areas of Interest.