



2026 SIIA Healthcare Price Transparency Attendee Demographics

Industry Representation

TPAs/Captive Managers/Self-Insured Entities.....	20%
Insurance Entities	33%
Industry Product/Service Providers.....	27%
Brokers/Consultants.....	9%
Other	11%

Attendee Profiles

Presidents, CEOs, COOs, CFOs, COBs, EVPs	42%
Vice Presidents	25%
Directors, Managers, Account Executives	26%
Other	7%

Geographic Breakdown

Southeast (AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	31%
Northeast (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	35%
Southwest (AZ, NM, OK, TX)	6%
Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI).....	13%
West (AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)	12%
International.....	3%

Business Focus/Areas of Interest

Self-Insured Health Care Plans	97%
Self-Insured Workers Compensation Programs	10%
Captive.....	25%
International Self-Insurance Strategies	15%

Note: For 33% of the Attendees for the 2026 SIIA Healthcare Price Transparency Forum fall under multiple categories for Business Focus/Areas of Interest.