

2025

SUPPLEMENTAL HEALTH,
DI & LTC CONFERENCE

Expanding Horizons

Closing the Gap: Addressing Women's Health Care Costs with Supplemental Health Products





Kristi Hardenbergh, FSA, MAAA

Consulting Actuary

Sydney Consulting Group



Susan Elder

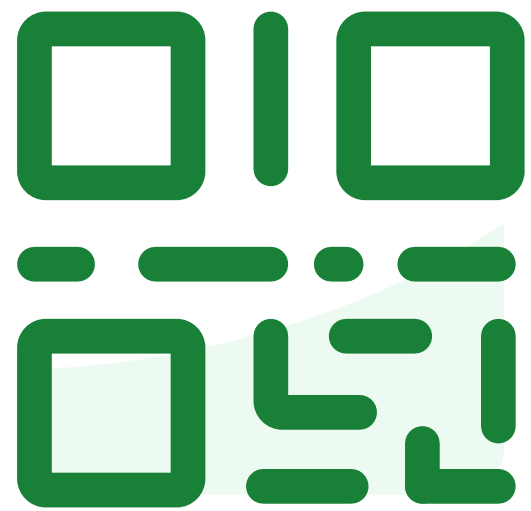
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What Is The Benefit Gap In Women's Health Care?

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Excluding maternity costs and premiums, how much more do women spend annually on out-of-pocket medical costs than men?

Examining the Benefit Gap

Deloitte's report, *Hiding in plain sight: The health care gender toll*, looked at 16 million people covered under employer-sponsored health insurance. They found:

\$15.4 Billion

Women pay **more in out-of-pocket spend annually** than their male counterparts

(Excluding costs associated with maternity and insurance premiums)

18% more out-of-pocket

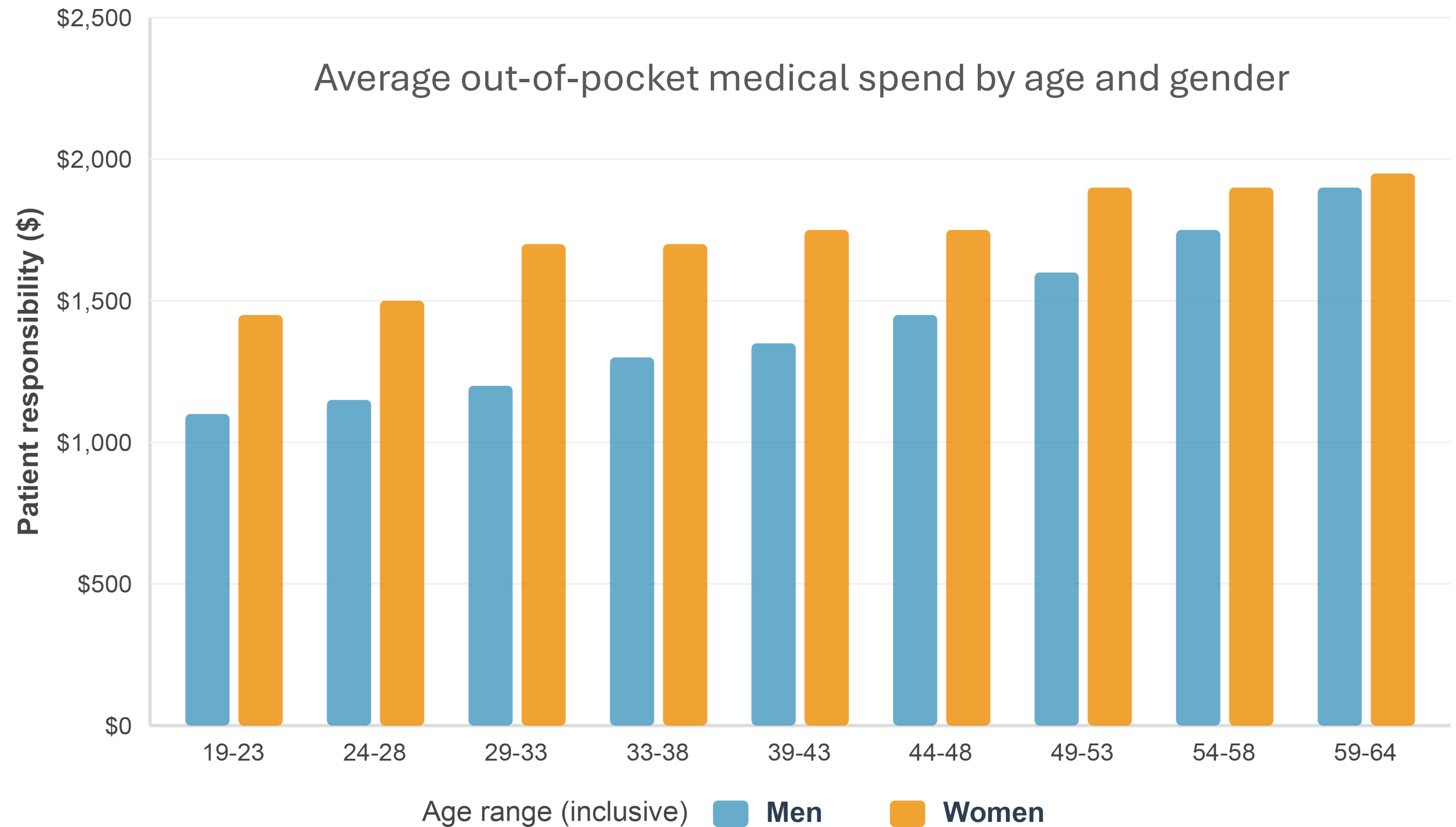
The average working woman **spends** 18% more on healthcare expenses than her male counterpart, while only **costing** 10% more in total health expenditures



For which age groups does the average woman pay more out-of-pocket than the average man?

Out of Pocket Medical Spend by Age and Gender

For all ages studied (19-64), women paid more out-of-pocket than men of the same age



More Services, Lower AV

46%

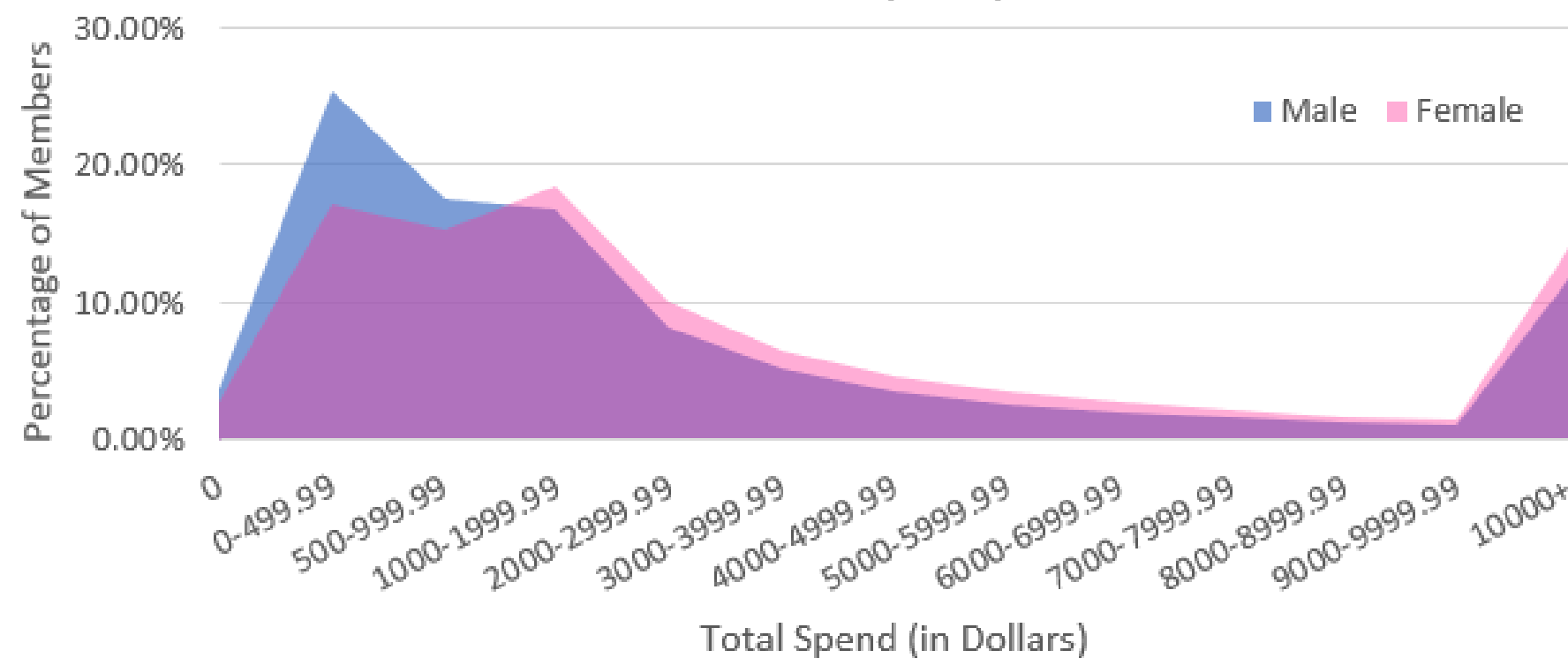
of men had less than
\$1,000 in health claims

35%

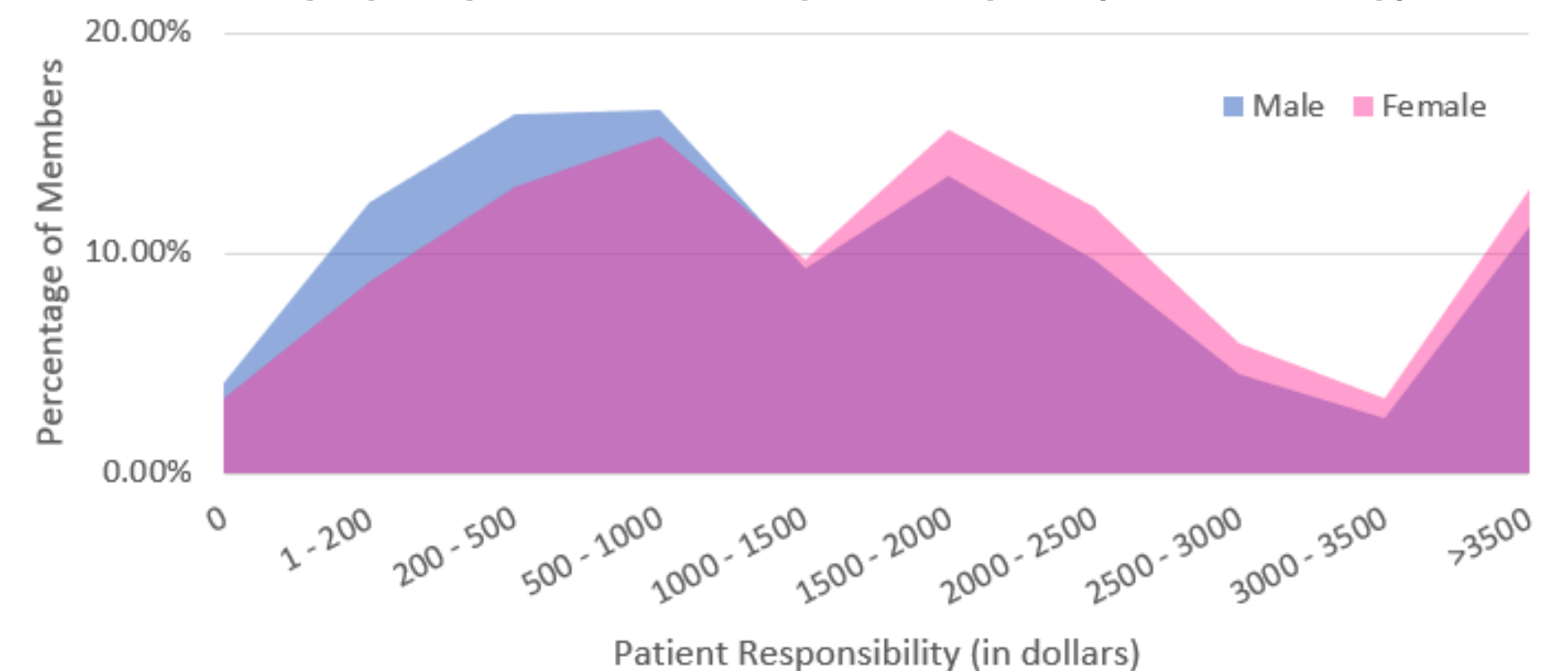
of women had less than
\$1,000 in health claims

The **actuarial value of benefits was lower for women** in aggregate and for all age groups except ages 31-50. This adds up to \$1.3 billion less coverage annually.

2021 Commercial Total Spend per Patient



Employer-sponsored coverage: OOP Spend (Excl. Maternity)



Why Is There A Benefit Gap In Women's Health Care?



What are the key health categories that women are spending on?

Example 1: Cancer Treatment

Breast Cancer

Lifetime Risk

1 in 8 women will be diagnosed with invasive breast cancer in their lifetime

Total estimated nationwide expenditure for care in 2020

\$26.2 Billion

Average cost per patient

\$76,101

In 2019, people with breast cancer spent more out-of-pocket for care than they did for any other type of cancer

Prostate Cancer

Lifetime Risk

1 in 8 men will be diagnosed with prostate cancer in their lifetime

Total estimated nationwide expenditure for care in 2020

\$20.6 Billion

Average cost per patient

\$74,227

“Hidden” Costs

Beyond direct medical expenses, women face additional **indirect costs** that compound the healthcare financial burden

**Early and more frequent
screening recommendations**

Complementary therapies

**Time off work for health
care visits**

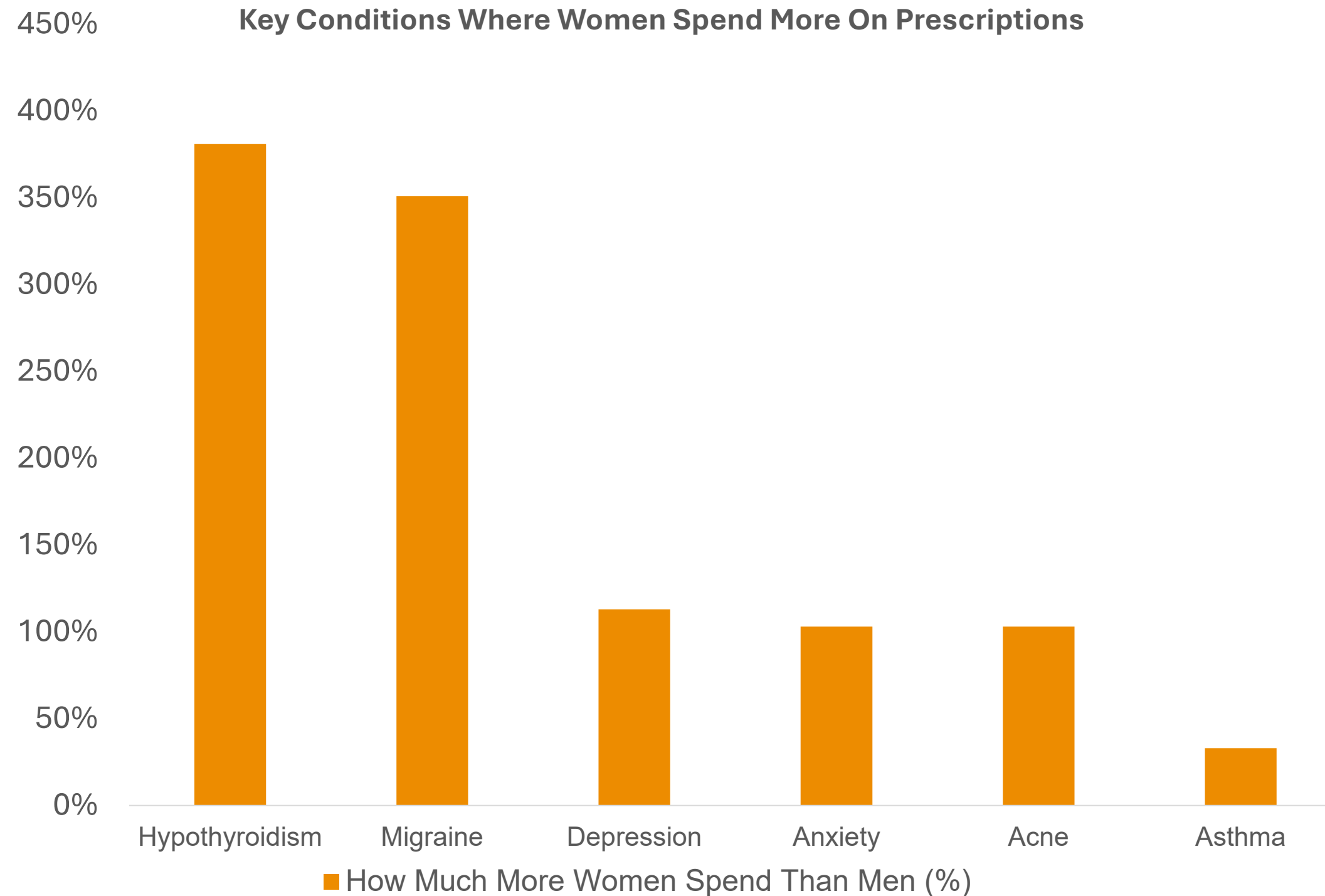
**Child and/or dependent
adult care**

Household help

Cosmetic treatments

**Alternative hormone
replacement therapy**

Example 2: Prescription Drugs



- A recent **GoodRx** article found that women spend significantly more than men for a variety of common health concerns.
- The inequality is due to **both more expensive prescriptions** and a **higher number of prescriptions** filled.
- Conditions women are using prescriptions often require **ongoing attention** leading to recurring costs.
- Out-of-pocket spending for female-specific conditions exceeded **\$1.5 billion** in 2024.

<https://www.goodrx.com/healthcare-access/research/prescription-drug-gender-gap-women-spend-more>

Why Are Women Delaying Medical Care?

In another Deloitte survey, **50%** of women (compared to **37%** of men) delayed or skipped some kind of health services in a **12-month period**.

Reasons for Delaying Care

Affordability

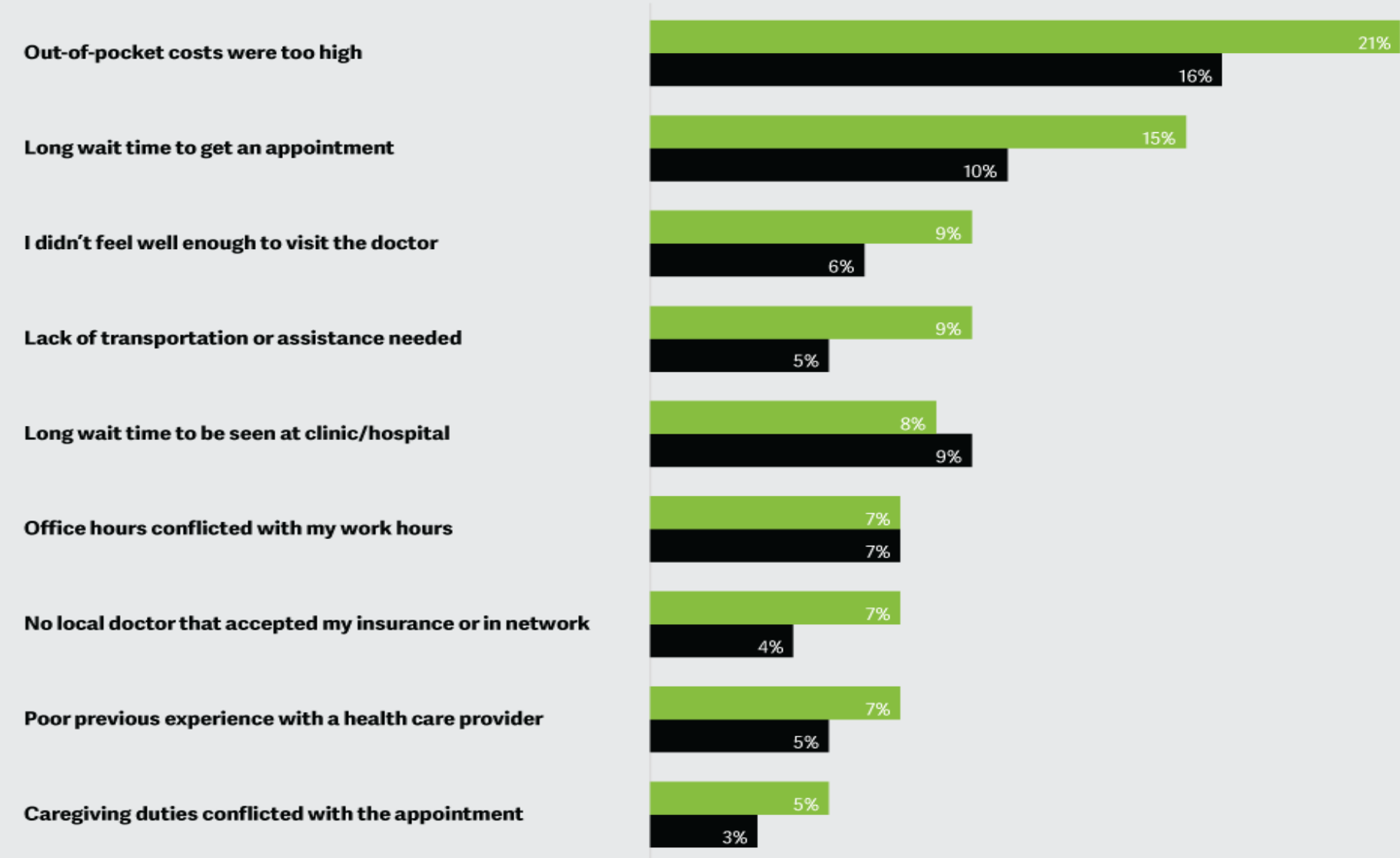
Access

Prior Experiences

Figure 3

Out-of-pocket costs and long wait times are the top reasons why women report they are skipping or delaying medical care

● Women ● Men



Note: N = 2,003.

Source: Deloitte Center for Health Solutions' 2024 Health Care Consumer survey.

Deloitte Insights | deloitte.com/insights

<https://www.deloitte.com/us/en/insights/industry/health-care/why-women-skip-or-delay-health-care.html>.

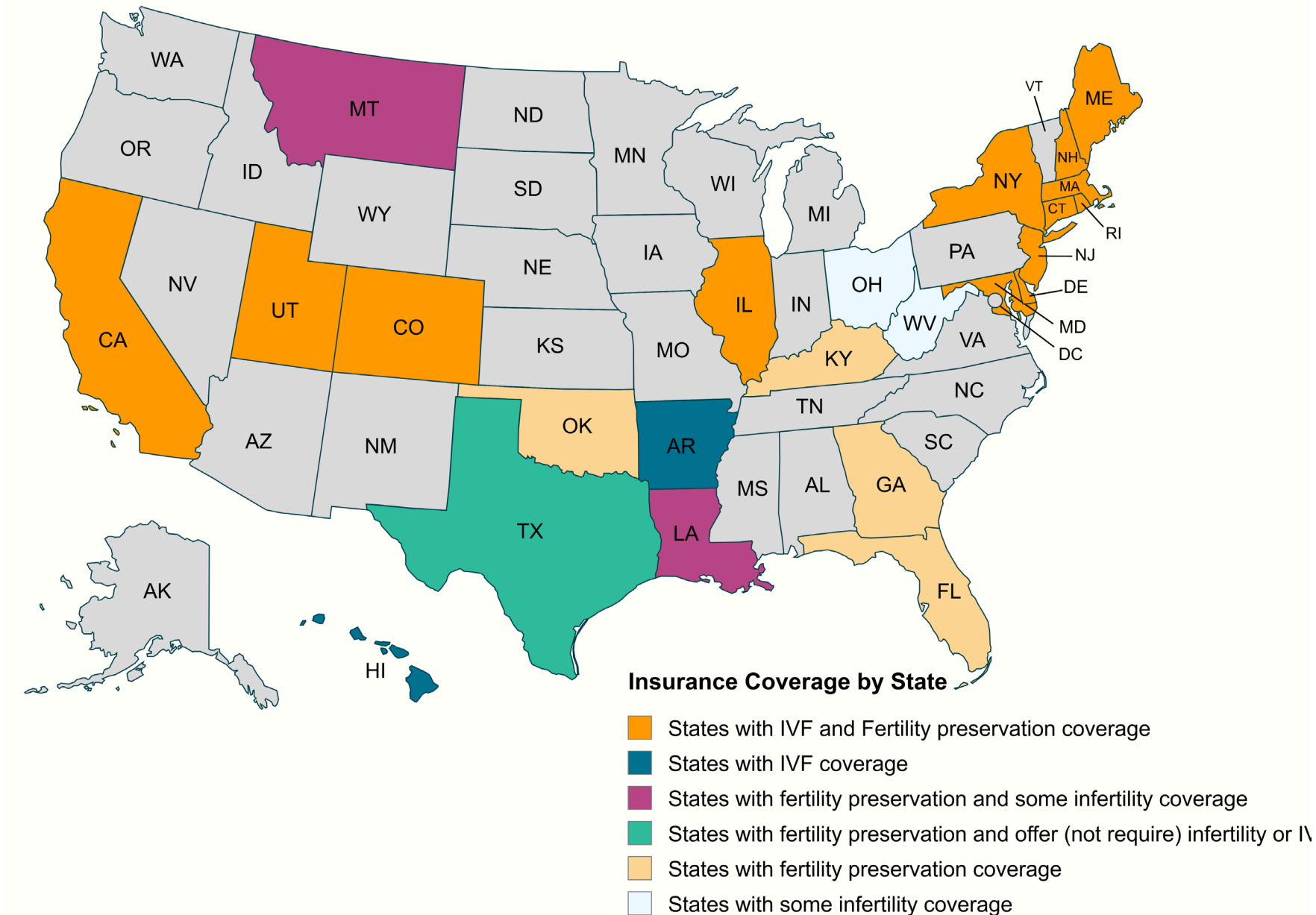
Maternity and Infertility Costs

While the Deloitte study mostly excluded maternity costs to illustrate the **gender gap**, we note that maternity and fertility treatment costs are still a **large expense** for many women.

According to the **Peterson-KFF Health System Tracker**, the average out-of-pocket spend for maternity coverage in the US for women enrolled in large group plans is **\$2,854**, but can vary greatly depending on delivery method, complications, etc.

A single round of **IVF** can exceed **\$30,000**.

Medical insurance coverage for **fertility treatments** varies **greatly by state**.



Created with mapchart.net



How Can Supplemental Benefits Help Close The Gap?

Key Areas Women Have Out-of-Pocket Spend



Radiology



Laboratory



Mental Health



Emergency Room



Office Visits



**Therapy Services
(Physical / Occupational)**



Chiropractic Services

How many of these are benefits on supplemental health plans?

New(er) Benefits in the Market That Can Help The Gender Gap

Mental Health

Second Opinion

Prescription Drugs

Genetic Testing/Mammograms

Maternity

- Routine Childbirth, Newborn Confinement, Birthing Center, Doula, NICU Booster
- Infertility

Wellness

Opportunities Within Our Industry

Working with **HR to locate benefit gaps** in major medical plans and where **supplemental benefits** may pose a solution

Benefits specific to **hormone-related conditions**

Mental health benefits – **(postpartum) depression/anxiety, eating disorders**

Re-thinking cancer benefits

Working with **physicians to define covered conditions**

Challenges

Price / wallet share

**Anti-selection and
changing risk profiles**

Participation



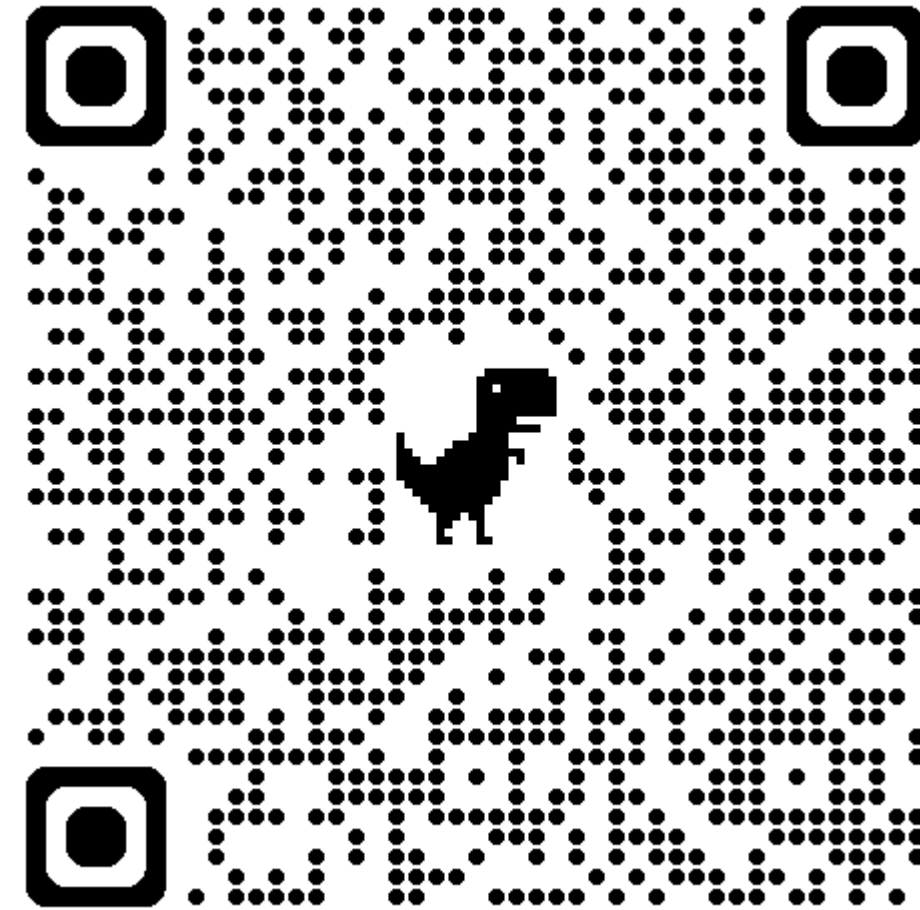
What Other Ways Can Our Industry Help Close The Benefit Gap?

Deloitte's Study

Deloitte.



Hiding in plain sight:
The health care
gender toll



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