

## Highmark Inc - Strategic SWOT Analysis Review

URL:	<a href="https://marketpublishers.com/r/H6C48C6B0F5EN.html">https://marketpublishers.com/r/H6C48C6B0F5EN.html</a>
Date:	September 12, 2018
Pages:	28
Price:	US\$ 125.00
ID:	H6C48C6B0F5EN

Highmark Inc - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

### Scope

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – GlobalData's summarization of the company's business strategy.
- SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

### Highlights

Highmark Inc (Highmark), a subsidiary of Highmark Health, is a provider of healthcare insurance solutions. The company offers indemnities and healthcare insurance products to individuals, families, groups, companies and federal employees. It provides dental insurance, vision insurance, stop loss insurance and supplemental Medicare products; and process claims for various Medicare members. It offers these products and services through its subsidiaries and affiliates in Delaware, Pennsylvania, and West Virginia. The company is an independent licensee of Blue Cross and Blue Shield Association. Highmark is headquartered in Pittsburgh, Pennsylvania, the US.

### Highmark Inc Key Recent Developments

Sep 11,2018: TOPC: Blue Health Intelligence's risk adjustment and stratification solution goes live at Highmark Inc.[TPS: Biospace]

Mar 19,2018: Highmark and Livongo Health Partner to Empower 2.5 Million People Living with Diabetes in Pennsylvania, Delaware and West Virginia

Mar 27,2017: Highmark names chief medical officer

### Reasons to Buy

- Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.
- Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.
- Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.
- Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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#### **COMPANIES MENTIONED**

University of Pittsburgh Medical Center  
UnitedHealth Group Inc  
Horizon Healthcare Insurance Co of Pennsylvania  
HealthAmerica Pennsylvania, Inc.  
Geisinger Health System  
Cigna Corp  
Capital BlueCross

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