



Hawaii Medical Service Association
Oahu, HI

Mike Gold
Immediate Past CEO, HMSA

The Hawai'i Medical Service Association (HMSA) is the state's most trusted health care brand. Headquartered on Oahu with centers statewide to serve our members, we have more than 730,000 members and a statewide network of 7,700 participating providers. HMSA is an independent licensee of the Blue Cross Blue Shield Association.

Market share

We have an overall market share of 51 percent. We're Hawaii's largest carrier in the commercial, Medicare Advantage, and Medicaid markets:

- * 529,000 members in our commercial plan
- * 36,000 members with HMSA Medicare Advantage
- * 167,000 members in our Medicaid plan

HMSA in Hawaii

HMSA was founded in 1938 by a group of social workers who wanted to improve the lives of the people of Hawaii. Our founders had a wonderful purpose. They cared for people and that's always been at the heart of HMSA. This year, we're celebrating our 80th anniversary with a day of community service across the state.

Together, we improve the lives of our members and the health of Hawaii. Caring for our families, our friends, and our neighbors is our privilege.