

# SHOP Marketplace

Health Insurance for Small Businesses

*An Overview for 2016 Coverage*

**October 2015**

# What is the SHOP Marketplace?

## The Small Business Health Options Program = **SHOP Marketplace**

- Part of the Health Insurance Marketplace created by the Affordable Care Act (ACA)
- Offers small employers (generally those with 1 to 50 employees) a choice of quality health and dental plans provided by private insurance companies
  - States may opt to expand this definition to include employers with 51-100 employees
- Small employers who offer coverage through the SHOP Marketplace may be eligible for the Small Business Health Care Tax Credit that may be worth up to 50% of their contributions to premiums (up to 35% for tax-exempt employers)
- Works with health insurance reforms to help spur competition based on price and quality

# Benefits of the SHOP Marketplace

- **Convenience and choice:**

- Complete a new group enrollment at any point during the year
- Browse, compare, apply, and enroll in SHOP Marketplace health and dental plans on HealthCare.gov
- Offer one or multiple plans
- Receive one bill and make one premium payment a month

- **Control over spending:**

- Employers decide which plan(s) to offer qualified employees and how much they want to contribute to health and dental insurance premiums

- **Access to tax credits:**

- When employers offer coverage through the SHOP Marketplace, they may be eligible for a tax credit worth up to 50% of their contributions to premiums (35% for tax-exempt employers)

- **Many ways to get help:**

- Information and assistance are available, including through HealthCare.gov, the SHOP Call Center, and agents and brokers registered with the SHOP Marketplace

# Which employers can participate in the SHOP Marketplace?

To be eligible to purchase coverage in the SHOP Marketplace, small employers must:

- 1 Generally have 1 to 50 employees (1-100 employees in some states)
- 2 Offer coverage to all full-time employees (those working 30 or more hours per week, on average)
- 3 Have at least one employee enrolling in coverage
- 4 Have a principal business address or eligible employee worksite in the state in which coverage is offered

Use the SHOP FTE Calculator on HealthCare.gov for help counting full-time employees and FTEs for purposes of SHOP eligibility: <https://www.healthcare.gov/shop-calculators-fte/>

# Accessing the SHOP Marketplace

- Small businesses in the following states may review plans and enroll in coverage through the SHOP Marketplace on [HealthCare.gov](https://www.healthcare.gov)

- Alabama
- Alaska
- Arizona
- Delaware
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kansas
- Louisiana
- Maine
- Michigan
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Pennsylvania
- South Carolina
- South Dakota
- Tennessee
- Texas
- Virginia
- West Virginia
- Wisconsin
- Wyoming

# Accessing the SHOP Marketplace (continued)

- Some states have created a state-based SHOP Marketplace. Small businesses in one of the states listed below may access the SHOP Marketplace through the state website
- Employers can also enter their state on [HealthCare.gov](http://HealthCare.gov) which will link them to their state's website

State-based SHOP Marketplace	Website
Arkansas Health Insurance Marketplace	<a href="http://arhim.arkansas.gov/">http://arhim.arkansas.gov/</a>
Covered California	<a href="http://www.coveredca.com/">http://www.coveredca.com/</a>
Connect for Health Colorado	<a href="http://connectforhealthco.com/">http://connectforhealthco.com/</a>
Access Health CT	<a href="http://www.ct.gov/hix/site/default.asp">http://www.ct.gov/hix/site/default.asp</a>
DC Health Link	<a href="https://dchealthlink.com/">https://dchealthlink.com/</a>
Hawaii Health Connector	<a href="http://www.hawaiihealthconnector.com/">http://www.hawaiihealthconnector.com/</a>
Your Health Idaho	<a href="https://www.yourhealthidaho.org/">https://www.yourhealthidaho.org/</a>
Kynect, Kentucky's Healthcare Connection	<a href="https://kynect.ky.gov/">https://kynect.ky.gov/</a>

# Accessing the SHOP Marketplace (continued)

State-based SHOP Marketplace	Website
Maryland Health Connection	<a href="https://www.marylandhealthconnection.gov/en/">https://www.marylandhealthconnection.gov/en/</a>
Massachusetts Health Connector	<a href="https://www.mahealthconnector.org/">https://www.mahealthconnector.org/</a>
MNSure	<a href="https://www.mnsure.org/">https://www.mnsure.org/</a>
One, Mississippi	<a href="https://www.onemississippi.com/">https://www.onemississippi.com/</a>
NMHIX, New Mexico Health Insurance Exchange	<a href="http://www.nmhix.com/">http://www.nmhix.com/</a>
NY State of Health	<a href="http://healthbenefitexchange.ny.gov/">http://healthbenefitexchange.ny.gov/</a>
Oregon Health Insurance Marketplace	<a href="http://www.oregonhealthcare.gov/info.html">http://www.oregonhealthcare.gov/info.html</a>
HealthSource RI	<a href="http://healthsourceri.com/">http://healthsourceri.com/</a>
Avenue H (Utah)	<a href="http://www.avenuelh.com/">http://www.avenuelh.com/</a>
Vermont Health Connect	<a href="https://portal.healthconnect.vermont.gov/">https://portal.healthconnect.vermont.gov/</a>
Washington Health Plan Finder	<a href="https://www.wahealthplanfinder.org">https://www.wahealthplanfinder.org</a>

# What's New in the SHOP Marketplace for 2016

- **SHOP Marketplace Expansion:** Small Businesses with 1-100 FTEs will be able to enroll in SHOP Marketplace coverage in some states.
- **Employee Choice:** Employers in all states will be able to offer their employees a choice of health and dental plans through the SHOP Marketplace.
- **Dental Only Option:** Employers will be able to offer dental coverage, without offering health coverage through the SHOP Marketplace. In addition, employees offered both health and dental coverage may choose to enroll in both health and dental coverage, only health coverage, or only dental coverage.
- **Relaxed Minimum Participation Rate Methodology:** Employers will still need to meet the SHOP minimum participation requirement (with the exception of November 15-December 15) to be able to enroll in the SHOP Marketplace *but*, employees with non-SHOP coverage will now be counted towards an employer's participation rate.
- **Online Renewal:** SHOP Marketplace renewals will take place online, without having to fill out a new application through Healthcare.gov.



# See Plans & Prices on HealthCare.gov

- 1. Browse** available SHOP Marketplace health and dental plans before choosing coverage
  - Save time with the application process by becoming familiar with coverage options before you get started
  - See plan and pricing options that are available in your area without creating an account
- 2. Generate estimates** for customized premium and out-of-pocket plan costs
  - Choose coverage that is affordable for both employers and employees
- 3. Compare plans** based on product network type, coverage category, insurance company, premium, deductible, and out-of-pocket maximum
  - Make an informed decision that fits employers' and employees' budget and coverage needs

# SHOP Marketplace Tools for Employers

SHOP Tool	Functionality & Value
<b>1. Qualified Employee Premium Cost Estimator (coming soon!)</b>	Helps employers and qualified employees determine how the employer's contribution toward premium costs will impact the amount qualified employees pay for SHOP Marketplace coverage
<b>2. FTE Calculator</b>	Helps employers determine if they may be a small employer for purposes of SHOP eligibility by counting their full-time and FTE employees
<b>3. MPR Calculator (coming soon!)</b>	Helps employers determine if they may meet the minimum participation requirements to enroll in the SHOP Marketplace
<b>4. Tax Credit Estimator</b>	Helps employers determine if they may be eligible for the Small Business Health Care Tax Credit, and estimate its value

Looking for the tools? Visit <https://www.healthcare.gov/small-businesses/>

# SHOP Marketplace Resources

- **Top Questions About the SHOP Marketplace**  
[healthcare.gov/small-businesses/get-answers](http://healthcare.gov/small-businesses/get-answers)
- **Information on the Small Business Health Care Tax Credit**  
[irs.gov/Affordable-Care-Act](http://irs.gov/Affordable-Care-Act)
- **Affordable Care 101 Webinar: What the Healthcare Law Means for Small Employers**  
[bit.ly/AffordableCare101](http://bit.ly/AffordableCare101)
- **Agent/Broker Essentials: Information on the SHOP Marketplace**  
[healthcare.gov/small-businesses/for-agents-and-brokers](http://healthcare.gov/small-businesses/for-agents-and-brokers)
- **SHOP Marketplace Agent/Broker Portal**  
[healthcare.gov/marketplace/small-businesses/agent](http://healthcare.gov/marketplace/small-businesses/agent)
- **SHOP Marketplace Registration Information for Agents and Brokers**  
[cms.gov/cciiio/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html](http://cms.gov/cciiio/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html)
- **YouTube Enrollment Videos**
  - How to Enroll in the SHOP Marketplace: For Employers: [https://youtu.be/XS\\_SZHGKr5w](https://youtu.be/XS_SZHGKr5w)
  - How to Enroll in the SHOP Marketplace: For Employees: <https://youtu.be/NxwVE0Xg1Og>

# SHOP Marketplace Resources

## (continued)

- **How to Enroll in the SHOP Marketplace**  
[healthcare.gov/small-businesses/provide-shop-coverage/enroll-in-shop/](https://healthcare.gov/small-businesses/provide-shop-coverage/enroll-in-shop/)
- **Using Agents and Brokers in the SHOP Marketplace**  
[healthcare.gov/small-businesses/provide-shop-coverage/using-insurance-agents-and-brokers/](https://healthcare.gov/small-businesses/provide-shop-coverage/using-insurance-agents-and-brokers/)
- **ACA Rules, Guidance, Agent and Broker Resource Page**  
[cms.gov\ccio\programs-and-initiatives\health-insurance-marketplaces\a-b-resources.html](https://cms.gov\ccio\programs-and-initiatives\health-insurance-marketplaces\a-b-resources.html)
- **Detailed Instructions on How to Enroll for Employers**  
[marketplace.cms.gov/outreach-and-education/enroll-in-shop.pdf](https://marketplace.cms.gov/outreach-and-education/enroll-in-shop.pdf)
- **Detailed Instructions on How to Enroll for Employees**  
[marketplace.cms.gov/outreach-and-education/enroll-in-shop-employees.pdf](https://marketplace.cms.gov/outreach-and-education/enroll-in-shop-employees.pdf)
- **SHOP Call Center** 1-800-706-7893 (TTY: 711) Available Monday – Friday, 9am – 7pm ET