

New York Health Benefit Exchange

Small Business Health Options Program (SHOP)

Starting in 2014, New York's small businesses will have new options for quality, affordable health insurance thanks to the creation of a new, organized marketplace called the New York Health Benefit Exchange. The small business exchange, or SHOP (Small Business Health Options Program), will help small businesses and employees shop for and enroll in health plans.

What is the SHOP Exchange?

Small businesses with 2 to 50 employees will be eligible to select health plans through the SHOP Exchange. Advantages of SHOP include:

- ◆ **Choice and Value:** Selection of health plans at a variety of price points. Employers will be able to choose the effective date of coverage.
- ◆ **Tax Benefits:** Access to an expanded Small Business Health Care Tax Credit for qualified employers that can cover up to 50% of the employer contribution toward premium costs.
- ◆ **Defined Contribution:** Employers can set a fixed amount to contribute toward employee coverage and give employees a choice of health plans to apply this amount toward.
- ◆ **In-Person Support:** Small businesses will be able to receive in person enrollment assistance at no cost from brokers and agents, as well as Navigators and other in-person assistors, who are trained and certified to sell health insurance through the exchange.
- ◆ **Administrative Simplicity:** The Exchange provides employers with one monthly premium invoice.

4 Ways to Prepare

- ◆ Think about how your current plan works for you and your employees.
- ◆ If you don't currently offer health coverage, think about what benefits you'd like to be able to provide and the amount you may be willing to contribute toward a health plan.
- ◆ Talk with your insurance broker about how they can help you make the best choices for employees.
- ◆ Ask your tax advisor if your business may qualify for the Small Business Health Care Tax Credits.

Important Dates:

Open enrollment begins on October 1, 2013

Coverage begins January 1, 2014

HealthBenefitExchange.ny.gov