

Why Should You Use New York's Small Business* Health Options Program (SHOP)?

Choices for You and Your Employees.

Our research shows that the majority of small employers are committed to offering health insurance to their employees and that choice is an important factor.

Providing you and your workforce with affordable, robust choices for health insurance coverage is the mission of the New York Health Benefit Exchange. The Exchange will provide a selection of health plans at a range of price points.

As an employer, you will be able to determine the level of choice for your employees. You can decide to offer one plan; multiple plans by health insurance carrier or coverage level; or make all SHOP offerings on the Exchange available to your employees. The chart below details your coverage and contribution options.

Employer Coverage Options

- Select among Qualified Health Plans (QHPs) offered by a specific carrier
- Select QHPs offered by multiple carriers
- Select a metal tier of coverage
- Allow employees to select any SHOP Exchange QHP

Employer Contribution Options

- Uncapped percentage (e.g., employer pays 55% of premium)
- Capped percentage (e.g., employer pays 55% of premium, up to \$300)
- Defined dollar amount (e.g., employer pays \$300/month)

You Choose Your Effective Date

Enrollment begins on October 1, 2013 for effective dates beginning January 1, 2014. Small businesses can choose an effective date as early as January 1, 2014 or they can choose an effective date the first of any month thereafter that best meets their needs.



“Eighty-two percent of offering employers said that employee choice is a compelling feature of the SHOP Exchange,” New York Health Benefit Exchange, Employer Health Insurance Preference Research, Wakely Consulting Group & RKM Research and Communications, Inc., January 2013.

**Small businesses with 50 or fewer eligible employees are able to participate in the SHOP.*