

# **NY State of Health**

*the Official Health Plan Marketplace*



## **Inning #1**

### **Improve Your Small Business Marketplace Batting Average**

**May 13, 2014**

# Presenters

- Welcome  
Donna Frescatore - Executive Director, NYSOH
- Small Business Marketplace Overview  
Kelly Smith - Director, Small Business Marketplace
- SBM Enrollment Demonstrations  
Rachael Morrissey – Sr. Training Specialist, Maximus  
Kris Malone – Training Specialist, Maximus

# Agenda

- NYSOH Small Business Marketplace
  - Review Eligibility
  - Value Proposition for Small Employers
  - Employer Options
  - Administrative Simplicity
  - Tax Credits
  - Effective Dates
- Demonstration of SBM enrollment scenarios

# Who is Eligible?

**Small Employers are eligible to purchase a health plan through the Small Business Marketplace if:**

- Business is **based in NYS** or has employees with primary worksite in NYS
- Employs **50 or fewer eligible employees**. A business owner who does not employ at least one non-spouse employee is considered a sole proprietor and is not eligible to participate in the Small Business Marketplace
- Must **offer health insurance coverage** through the Small Business Marketplace **to all eligible employees**

# What Employers Should Know

- **Small employers** are **not** required to offer health coverage or pay for coverage for their employees
- **However**, most individuals must have health insurance, if affordable, or pay a penalty
- **Larger employers** (100 and more full-time equivalent employees) **may** face a penalty **beginning in 2015** if they do not offer coverage.

# Small Business Marketplace: Value for Small Employers

## Choice

- Employers and employees regard expanded choice as a key advantage to using the Marketplace.

## Administrative Simplicity

- The Marketplace provides monthly billing to employers, online enrollment, and year-round open enrollment.

## Tax Credits

- The Marketplace is the exclusive place to access small business tax credits in 2014.

## Contribution Options

- Flexibility in how employers choose to contribute to employee and dependent coverage.

## No Minimum Participation or Contribution

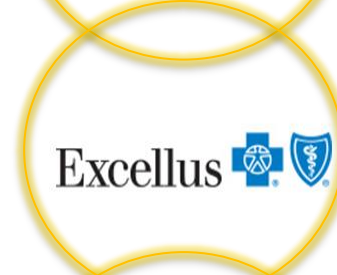
- NYSOH does not require a minimum number of employees be enrolled in a QHP **nor** require an employer to contribute an amount towards premium

# QUALIFIED HEALTH PLANS

SBM Plans



Today's Options® of New York, Inc.



OSCAR



<http://info.nystateofhealth.ny.gov/PlansMap>

## Employer Coverage and Contribution Options

Employer Coverage Options	Employer Contribution Options
1) Select among QHPs offered by a specific carrier	1) Uncapped percentage (e.g., employer pays 55% of premium)
2) Select specific QHPs offered by multiple carriers	2) Capped percentage (e.g., employer pays 55% of premium, up to \$300)
3) Select a metal tier of coverage	3) Defined dollar amount (e.g., employer pays \$300/month)
4) Allow employees to select any Marketplace QHP	



# Administrative Simplicity

- Year-round, online open enrollment
- Marketplace provides employers with a single monthly bill
  - Monthly bill will include breakdown of employer/employee contribution due to each QHP (employers remain responsible for collecting premiums from employees)
- Marketplace collects monthly payment from the employer and remits payment to insurers

## Small Business Health Care Tax Credit

- A tax credit is available to small businesses that offer insurance coverage to employees:
  - Must have fewer than 25 FTE employees
  - With an average annual salary of \$50k or less (excludes the owner and his family)
  - Employer must contribute at least 50% of premium
- As of 2014, the tax credit amounts are as follows:
  - **Up to** 50% of employer contribution for a traditional businesses (35% for tax-exempt)
  - The maximum tax credit of 50% may be claimed by businesses that have 10 or fewer employees with an average annual salary of \$25k or less
  - As the number of employees and average salary increases, the credit decreases
- Marketplace is the **only place** to access the tax credit beginning in 2014
- IRS Tax Credit Estimator: <http://www.irs.gov/uac/Small-Business-Health-Care-Tax-Credit-for-Small-Employers>

## Important Dates

- **Individual** open enrollment closed on March 31, 2014:
  - May enroll with a qualifying life event
  - Public Health Insurance enrollment available all year
  - Next open enrollment period: **Nov 15, 2014 to Feb 15, 2015**
- **Small employers** can choose open enrollment dates for their employees any month of the year
  - Currently, small business employers and employees must sign up by 5/31/14 for coverage beginning July 1, 2014

# Small Business Marketplace Open Enrollment End Dates for 2014 Coverage Start Dates



Open Enrollment End Dates *	Coverage Effective Dates for 2014
November 30	January 1
December 31	February 1
January 31	March 1
February 28	April 1
March 31	May 1
April 30	June 1
May 31	July 1
June 30	August 1
July 31	September 1
August 31	October 1
September 30	November 1
October 31	December 1



## **[info.nystateofhealth.ny.gov/resources](http://info.nystateofhealth.ny.gov/resources)**

- Summary of SHOP Benefits and Rates
  - <http://info.nystateofhealth.ny.gov/resource/small-business-marketplace-benefit-summaries-and-rates>
- Small Business Premiums “Quick Quote”
  - <https://nystateofhealth.ny.gov/employer>
- Small Business Marketplace marketing materials (available in English + 7 additional languages – order online)
  - <http://info.nystateofhealth.ny.gov/sites/default/files/Fact%20Sheet-Small%20Businesses.pdf>
  - <http://info.nystateofhealth.ny.gov/sites/default/files/Poster-Small%20Businesses%208.5%20x%2011.pdf>
  - <http://info.nystateofhealth.ny.gov/sites/default/files/Rack%20Card-Small%20Businesses.pdf>
- Schedule of SBM enrollment and plan effective dates
  - <http://info.nystateofhealth.ny.gov/resource/small-business-marketplace-open-enrollment-end-dates-2014-coverage-start-dates>



Use the Q&A function on your WebEx control panel to submit questions to panelists

# Scenario #1

<b>Employer group:</b>	Marie's Consulting, LLC
<b>Account Holder:</b>	Marie Hernandez
<b>Assumption:</b>	Marie has a NYGov ID. Navigator is establishing employer's account.
<b>Scenario will demonstrate:</b>	<ul style="list-style-type: none"><li>•Employer's account creation</li><li>•Employer's selection of health and dental plan offerings</li><li>•Employer providing health and dental plan offerings to employees</li></ul>

## Scenario #2

<b>Employer group:</b>	John's Restaurant
<b>Account Holder:</b>	John Pizza
<b>Assumption:</b>	Navigator is completing an employee plan enrollment through the Navigator dashboard
<b>Scenario will demonstrate:</b>	<ul style="list-style-type: none"><li>•Completing employee enrollment into medical plan</li></ul>



## Scenario #3

<b>Employer group:</b>	Morgan's Blossoms LLC
<b>Account Holder:</b>	Morgan
<b>Assumption:</b>	Employee is leaving employment and needs to be removed from employer roster. New employee is hired.
<b>Scenario will demonstrate:</b>	<ul style="list-style-type: none"><li>•Removing and adding employees on employer roster</li></ul>



Submit any questions using the Q&A tab on your WebEx Control Panel.

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**1-855-355-5777**