

## **Health Plans Invited to Participate in New York Health Benefit Exchange**

**ALBANY, NY (February 1, 2013)** – The New York Health Benefit Exchange today issued an invitation to health insurance companies to participate in the Exchange, which will offer individuals, families and small businesses a choice of Qualified Health Plans.

“The goal is to build an Exchange that is robust and offers a variety of affordable, quality health plans,” said Donna Frescatore, executive director, New York Health Benefit Exchange. “Individuals, families and small business owners who purchase health plans through the Exchange will be able to easily compare Qualified Health Plans and choose a product that will best match their specific needs.”

Enrollment in New York’s Health Benefit Exchange will begin October 1, 2013, with coverage starting January 1, 2014. The initial open enrollment period will run for six months and end on March 31, 2014. It is estimated that, at full enrollment, more than one million New Yorkers will obtain insurance through the Exchange, including 615,000 individuals and 450,000 employees of small businesses.

Qualified Health Plans approved by the Exchange will provide comprehensive health insurance coverage, follow limits on out-of-pocket expenses (such as deductibles, copayments, and federal out-of-pocket maximums), and meet other state and federal requirements.

Through the certification process for Qualified Health Plans, the Exchange will:

- Offer comprehensive, affordable coverage in all areas of the state
- Balance innovation with reasonable choice
- Make it easy for consumers to compare options
- Ensure Qualified Health Plans have adequate provider networks
- Monitor quality, utilization of services and consumer satisfaction
- Preserve consumer protections, as defined in federal and state laws and regulations
- Ensure consistency with the market outside the Exchange

The health plan invitation was developed with input from the Exchange stakeholder community.

The first step in the application process is submission of a non-binding letter of interest that should be provided as soon as possible, but no later than February 15, 2013. Letters should be sent via email to the Invitation Administrator at [nyhxp@health.state.ny.us](mailto:nyhxp@health.state.ny.us), or by mail to: New York Health Benefit Exchange, NYS Department of Health, Corning Tower, Suite 2378,

Albany, NY 12237. All questions about the application process should be directed to the Invitation Administrator.

For more information about the invitation and the New York Health Benefit Exchange, visit [HealthBenefitExchange.ny.gov](http://HealthBenefitExchange.ny.gov).

***New York Health Benefit Exchange***

*The New York Health Benefit Exchange is designed to help individuals, families and small businesses shop for and enroll in health insurance coverage. Through the Exchange, New Yorkers will compare Qualified Health Plans, calculate costs and select coverage online, in person, over-the-phone or by mail and determine what type of financial assistance may be available. Public healthcare programs will be available through the Exchange for those who are eligible. Qualified Health Plans can be purchased beginning in October 2013 and will be effective January 1, 2014. For more information, visit [HealthBenefitExchange.ny.gov](http://HealthBenefitExchange.ny.gov).*

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