



# The Health Insurance Marketplace



*May 2013*



# The Problem

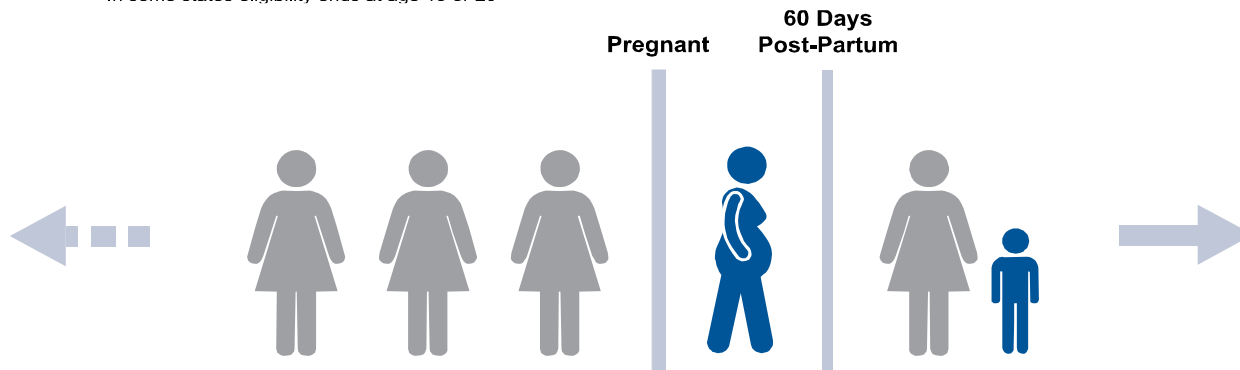
- Insurance companies did not have to insure 129 million Americans with pre-existing conditions
- Premiums had more than doubled over the last decade
- Tens of millions were underinsured, and many who had coverage were afraid of losing it
- 50 million Americans had no insurance at all and/or experienced a gap in coverage



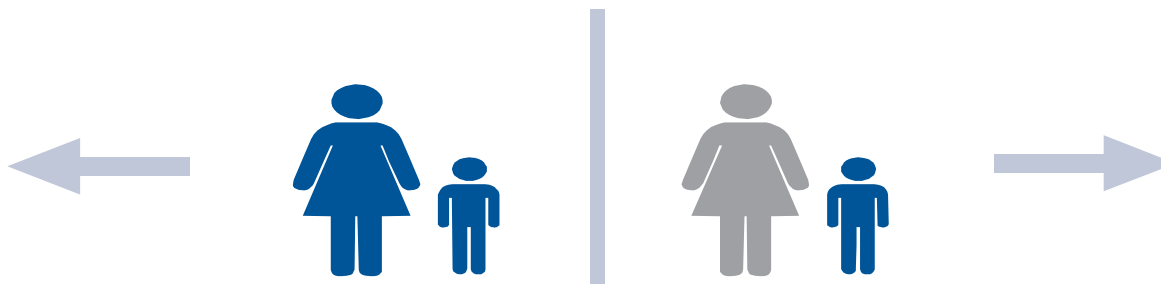
# Who is in the Gap?



\*In some states eligibility ends at age 19 or 20



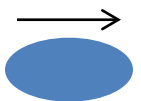
Parent Gets a Raise



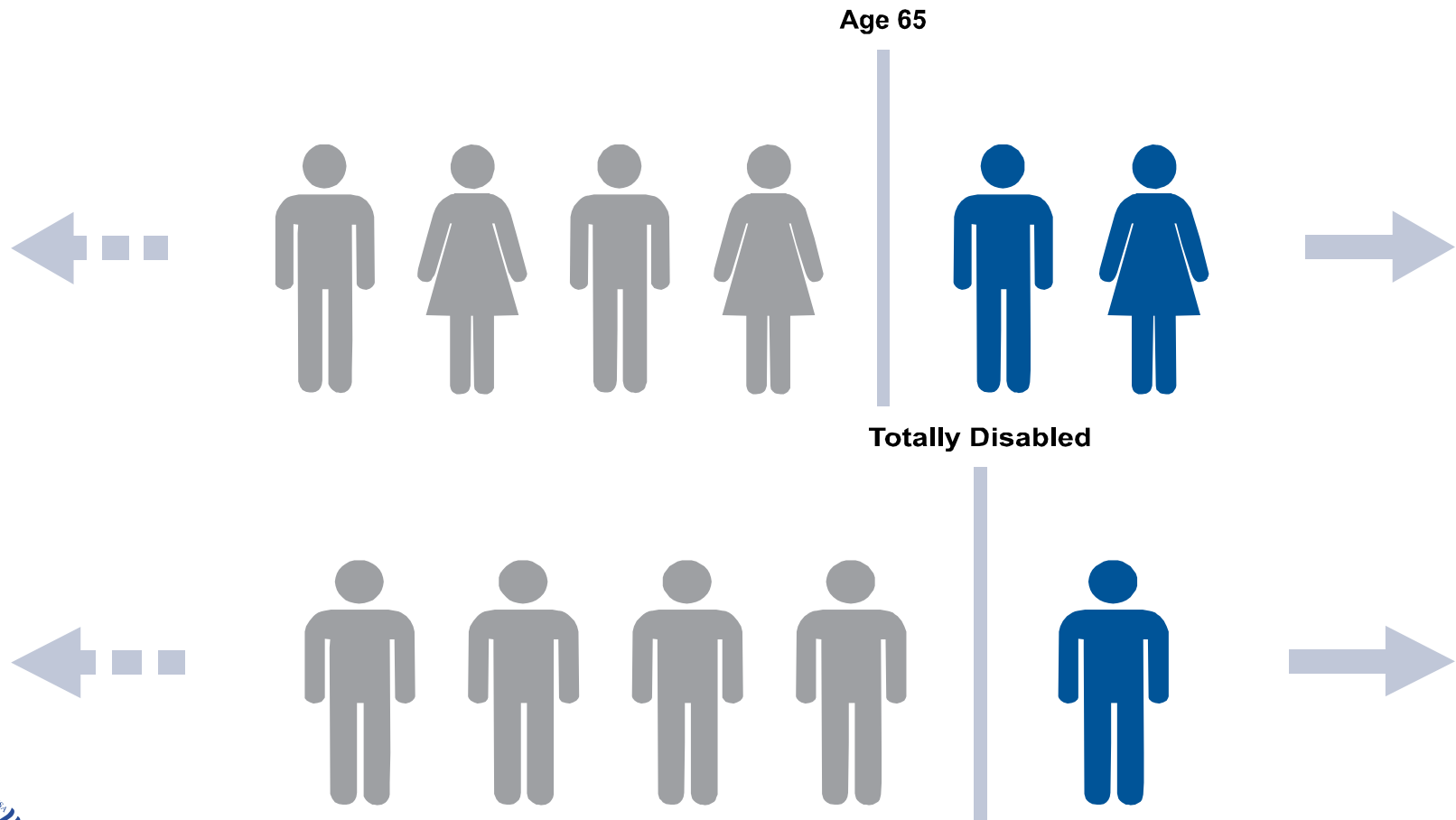
Not Covered



Covered



# Who is in the Gap?



# Affordable Care Act – Coverage Accomplishments

- 3.1 million young adults have gained insurance through their parents' plans
- 6.1 million people with Medicare through 2012 received \$5.7 billion in prescription drug discounts
- 34 million people with Medicare received a free preventive service
- 71 million privately insured people gained improved coverage for preventive services
- 105 million Americans have had lifetime limits removed from their insurance



# Affordable Care Act – Cost Savings

- Slowest sustained national health spending growth in 50 years
  - Low growth continuing in 2012 for Medicare and Medicaid
- Rate increases fell from 75% in 2010 to 14% so far in 2013
- \$1 billion returned to consumers last summer
  - Plans now must spend 80% on healthcare
- \$4.2 billion recovered in 2012 from anti-fraud efforts – a record high – for a total of nearly \$15 billion over the last 4 years, double that of the previous 4 years

# The Health Insurance Marketplace

- A new and easier way to shop for health insurance.
- Our goal is to ensure Americans have quality, affordable health coverage.



- Enrollment October 1<sup>st</sup>, 2013 – March 31<sup>st</sup> 2014
- Coverage begins Jan 1<sup>st</sup>, 2014

\* For states choosing to expand Medicaid

# How the Marketplace Works

- One process to determine eligibility for
  - Qualified Health Plan through the Marketplace
  - New tax credits to lower premiums
  - Reduced cost sharing
  - Medicaid
  - Children's Health Insurance Program (CHIP)
- Offers choice of plans and levels of coverage
- Insurance companies compete for business



# Marketplace Establishment

- Each state can choose between:
  - **State Based Marketplace** – State creates and runs its own Marketplace
  - **State Partnership Marketplace** – State partners with Federal government to run some Marketplace functions
  - **Federally Facilitated Marketplace** – State has a Marketplace established and operated by the Federal government – known to consumers as The Health Insurance Marketplace

# Advantages of the Marketplace

- **Helps enhance competition** – all options in one place and insurance companies compete for the consumer's business.
- **Increases Affordability** – immediate discounts on costs -- tax credits, cost sharing reductions, or public insurance programs
- **Ensures Quality – health plans** must meet basic standards, including quality standards, consumer protections, and access to an adequate range of clinicians
- **Makes Costs Clear** -- by providing information about prices and benefits in simple terms consumers can understand, so they don't have to guess about costs

# All Qualified Health Plans Will Cover These Essential Health Benefits

1. Ambulatory patient services
2. Emergency services
3. Hospitalization
4. Maternity and newborn care
5. Mental health and substance use disorder services, including behavioral health treatment
6. Prescription drugs
7. Rehabilitative and habilitative services and devices
8. Laboratory services
9. Preventive and wellness services and chronic disease management
10. Pediatric services, including oral\* and vision care

\*Not required in benefit package if a stand-alone dental plan is in the Marketplace in which the plan operates

# How Qualified Health Plans Can Vary

- Some plans may cover additional benefits
- You may have to see certain providers or use certain hospitals
- The premiums, copays, and coinsurance will be different in different plans
- The quality of care can vary
- Some special types of plans will be structured differently
  - Like high-deductible plans

# Lower Costs

- When you use the Marketplace, you may be able to get lower costs on your monthly premium and out-of-pocket costs
  - Lower monthly premium
    - Based on family income and size
      - Family of four with annual income \$23,550\* – \$94,200\* or less
      - And not eligible for certain other insurance coverage like Medicaid
  - Lower cost-sharing (like copays)
    - Family of 4 with annual income \$58,875\* or less (some other restrictions)

\*2013 amounts



# Catastrophic Plans

- Who is eligible?
  - Young adults under 30 years of age
  - Those who can not afford coverage and obtain a hardship waiver from the Marketplace
- What is catastrophic coverage?
  - Plans with high-deductibles and lower premiums
  - Includes coverage of 3 primary care visits and preventive services with no out-of-pocket costs
  - Protects consumers from high out-of-pocket costs

# You May Pay a Fee

- Starting in 2014, most people must enroll in a health insurance plan
  - If you don't have a certain level of health coverage (employer coverage, Medicare, Medicaid, CHIP, TRICARE, certain VA coverage, an individual policy, or a plan in the Marketplace) you may have to pay a fee with your tax return
    - Starting when you file your 2014 Federal tax return in 2015
  - Some people may qualify for an exemption

# Small Business Health Options Program (SHOP) - Employees

- SHOP is a Marketplace for small businesses and their employees (fewer than 100 employees)
  - States may limit participation to those with 50 or fewer employees for the first 2 years
  - Employer will access the SHOP where its principal business office is located
  - Employer must offer coverage to all full-time employees
  - Sole proprietors may buy through the Marketplace rather than the SHOP



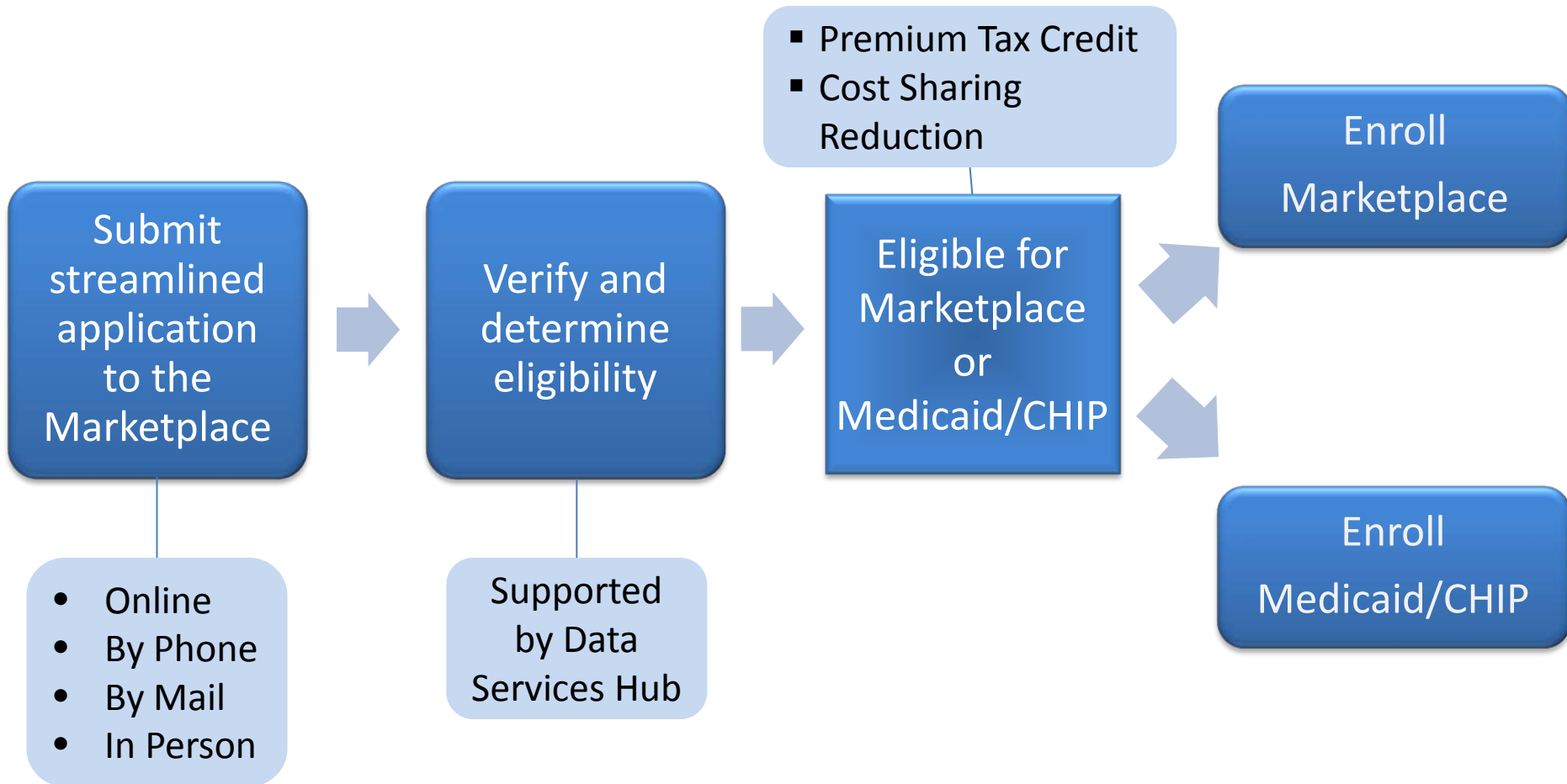
# Small Business Health Options Program (SHOP) - Employers

- Eligible employers can
  - Define how much they'll contribute toward their employees' coverage
  - Have exclusive access to a small business tax credit
  - Benefit from new protections that help them get real value for consumer's premium dollars

# Eligibility and Enrollment

- Marketplace initial open enrollment period starts October 1, 2013 and ends March 31, 2014
- Marketplace eligibility requires consumers to
  - Live in its service area, and
  - Be a U.S. citizen or national, or
  - Be a non-citizen who is lawfully present in the U.S. for the entire period for which enrollment is sought
  - Not be incarcerated

# Application and Eligibility



# Streamlined, Simplified Implementation

## HHS Paper Application

DRAFT 01/16/13

### Application for Health Insurance (and to find out if you can get help with costs)



THINGS TO KNOW

- 1 Use this application to see what insurance choices you qualify for**
  - Free or low-cost insurance from Medicaid or the Children's Health Insurance Program (CHIP)
  - A new tax credit that can help pay your health insurance premiums
  - Private health insurance plans

**You may qualify for a free or low-cost program even if you earn as much as \$92,000 a year (for a family of 4).**
- 2 Who can use this application?**

You can use this application to apply for anyone in your family, even if they already have insurance now. You can still apply even if you don't file a federal income tax return.
- 3 Apply faster online**

Apply faster online at [www.placeholder.gov](http://www.placeholder.gov).
- 4 What you may need to apply**
  - Social Security numbers (or document numbers for any legal immigrants who need insurance)
  - Birth dates
  - Employer & income information for everyone in your family (for example, from paystubs or Forms W-2, Wage and Tax Statements)
  - Policy numbers for any current health insurance
  - Information about any job-related health insurance available to your family
- 5 Why do we ask for so much information?**

We ask about income and other information to make sure you and your family get the most benefits possible. **We'll keep all the information you provide private, as required by law.**
- 6 What happens next?**

Send your complete, signed application to the address on page 19. If you don't have all the information we ask for, you should sign and submit your application anyway. We'll let you know what programs you might be eligible for within 1-2 weeks.
- 7 Get help with this application**
  - Online:** [www.placeholder.gov](http://www.placeholder.gov)
  - Phone:** Call our Help Center at 1-800-XXX-XXXX
  - In person:** Visit our website or call 1-800-XXX-XXXX for a list of places near where you live
  - En Español:** Llame a nuestro centro de ayuda gratis al 1-800-XXX-XXXX

**8 NEED HELP WITH YOUR APPLICATION?** Call us at 1-800-XXX-XXXX, or visit us at [www.placeholder.gov](http://www.placeholder.gov). Para obtener una copia de este formulario en Español, llame 1-800-XXX-XXXX.

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Pages

## Online Enrollment



### How the Marketplace Works



#### Set Up a Profile

First you'll provide some basic information to create an account.

**Sign up for Marketplace emails now and we'll let you know as soon as you can create an account.**

#### Fill out the online application.

Starting October 1, 2013 you'll enter information about you and your family, including your income, household size, and more.

**Use this checklist now to help you gather the information you'll need.**

#### Review and compare your options.

Next you'll see all the plans and programs you're eligible for and compare them side-by-side.

**You'll also find out how much you'll save on monthly premiums and out-of-pocket costs.**

#### Enroll

Choose a plan that meets your needs and enroll!

**Coverage starts as soon as January 1, 2014.**

CMS Product No. 11671  
June 2013

# Same Application – Different Results



**Ben applied and bought insurance from the Marketplace.**

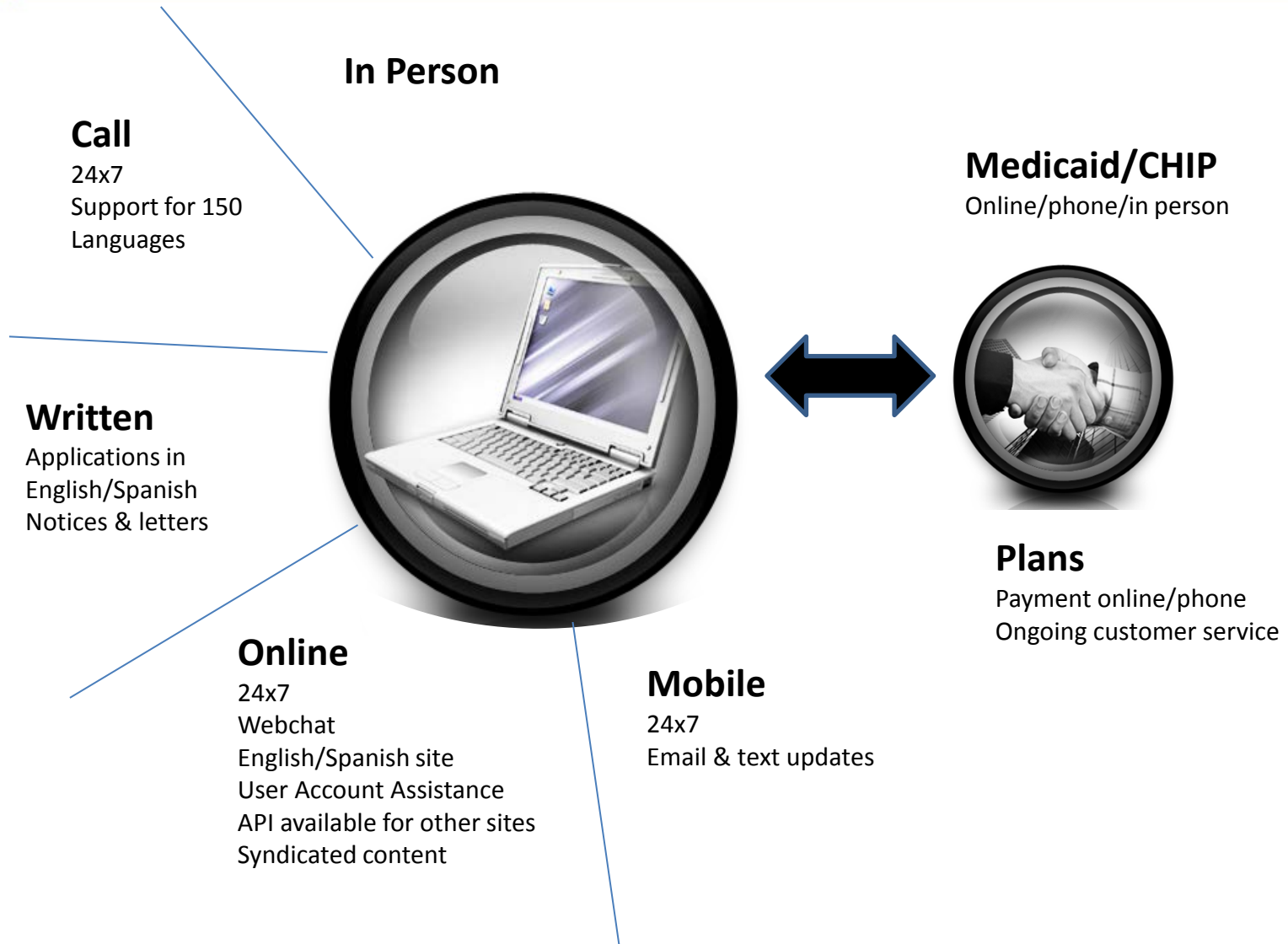


**Alice applied and got Medicaid coverage for herself and her daughter.**



**James applied and bought insurance from the Marketplace and qualified for the new tax credit that lowers his monthly premium right away.**

# Enrollment Assistance



# Home Page

HealthCare.gov

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Get Insurance

English

Individuals & Families

Small Businesses

All Topics

Search

Welcome to the new HealthCare.gov!

We've changed to help you get ready for the launch of the Health Insurance Marketplace on October 1. Learn about our changes—including where to find some content that used to appear on this site.

Better Options. Better Health.

The Health Insurance Marketplace, a new way to get coverage that meets your needs, opens October 1.

Answer a few questions to see your options.

START NOW

GET IMPORTANT NEWS & UPDATES

Email Address

SIGN UP

What is the Health Insurance Marketplace?

How do I find the Marketplace that serves me?

What if I have job-based insurance?

How can I get coverage at lower costs?

What do small businesses need to know?

Health Insurance Marketplace

108 DAYS LEFT UNTIL OPEN ENROLLMENT

OCT 1 Open Enrollment Begins

JAN 1 Coverage Begins

MAR 31 Open Enrollment Closes

HEALTH INSURANCE BLOG

21 Welcome to the new HealthCare.gov!

21 Introducing the Health Insurance Marketplace

21 10 ways the health care law protects you

TOP CONTENT

What is the Health Insurance Marketplace?

How do I find the Marketplace that serves me?

Why should I have health insurance?

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For States

For Partners

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For Businesses

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ACCESSIBILITY | PRIVACY POLICY | PLAIN WRITING | VIEWERS & PLAYERS

A federal government website managed by the U.S. Centers for Medicare & Medicaid Services, 200 Independence Avenue, S.W., Washington, D.C. 20201

USA.gov

# Get Insurance tab

HealthCare.gov

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Get Insurance

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English

Individuals & Families

Small Business Owners

HELP

Welcome to the New Health Insurance Marketplace

The Marketplace is a new way to get health coverage that fits your budget and meets your needs. It opens for business October 1, 2013. You can get ready by now.

LEARN MORE & GET READY

Email Address

GET EMAIL OR TEXT UPDATES

Sociis natoque penatibus et magnis dis parturient. Fusce dapibus, tellus ac cursus commodo. Praesent commodo cursus magna, vel scelerisque. Nullam id dolor id nibh ultricies vehicula ut id elit.

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Why Should I Use the Marketplace?

High-Quality Coverage

All Marketplace plans offer the same set of comprehensive benefits. They cover things like pre-existing conditions, pregnancy, hospitalizations, prescriptions, doctor's visits, and more.

See a full list of essential health benefits

Save Money on Insurance Costs

Most people will get some help with costs. You may be able to save on your monthly premiums and out-of-pocket costs. You may qualify for free or low-cost coverage from Medicaid or CHIP.

Learn about cost savings on health insurance or Medicaid

Coverage in All States

No matter where you live, you can use the Marketplace to compare plans and enroll in coverage.

See what your state is doing:

Select a State

How the Marketplace Works

1. Set Up a Profile

First, you'll provide some basic information to create an account.

Sign up for Marketplace email alerts and we'll let you know as soon as you can create an account.

2. Fill out the online application.

Starting October 1, 2013, you'll enter information about you and your family, including your income, household size, and more.

Use this checklist now to help you gather the information you'll need.

3. Review and compare your options.

Next, you'll see all the plans and programs you're eligible for and compare them side-by-side.

You'll also find out how much you'll save on monthly premiums and out-of-pocket costs.

4. Enroll

Choose a plan that meets your needs and enroll!

Coverage starts as soon as January 1, 2014.

Learn More About the Marketplace

Will I qualify to save money on premiums?

Eligible people can make a significant savings on their monthly premiums. To see if you qualify, use the eligibility tool.

422 Shares 2 days ago

How do I choose a Marketplace health plan?

There are many different health plans to choose from. To help you decide, we've created a guide to help you understand the different options.

422 Shares 2 days ago

Will I qualify for Medicaid?

Medicaid is a state and federal program that provides health coverage for people with low income. To see if you qualify, use the eligibility tool.

422 Shares 2 days ago

See all Marketplace Articles



# In Person Assistance

- In person help will be available to help prepare electronic and paper applications to establish eligibility and to enroll in coverage through the Marketplace
  - Navigators
  - Other trained enrollment assisters
    - Local Community Health Centers, libraries, hospitals and other locations in local communities
  - Agents and brokers







Health Insurance  
Marketplace  
HealthCare.gov

## 3 things to know...

### 1. It's an easier way to shop for health insurance.

- Simplifies the search for health insurance by gathering all options in one place.
- One application, one time, and an individual or family can explore every qualified insurance plan in the area.

### 2. Most people will be able to get a break on costs.

- 90% of people who are currently uninsured will qualify for discounted or free health insurance.

### 3. Clear options with apples-to-apples comparisons.

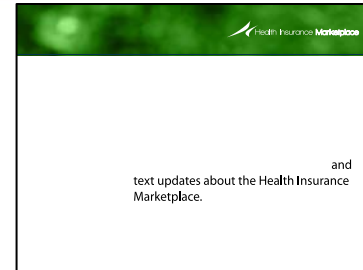
- All health insurance plans in the Marketplace present their price and benefit information in simple terms you can understand.

# Want more information about the Marketplace?

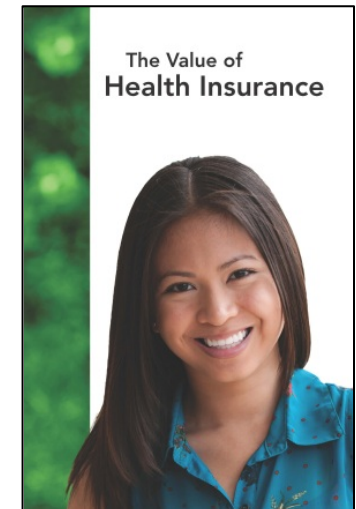
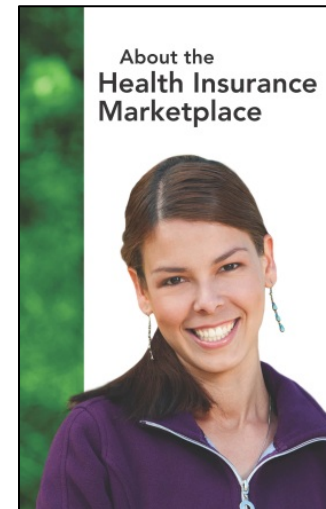
- Stay Connected
  - Sign up to get email and text alerts at [signup.healthcare.gov](http://signup.healthcare.gov)
  - [Twitter@HealthCareGov](https://twitter.com/HealthCareGov)
  - [facebook.com/Healthcare.gov](https://facebook.com/Healthcare.gov)
  - Updates and resources for partner organizations are available at [Marketplace.cms.gov](http://Marketplace.cms.gov)

# Marketplace.cms.gov

- Banner/Backdrop
- *Shop Health Here* video
- Testimonial video—Barista
- Talkers/PowerPoint
- Drop-in articles
- Op Ed
- Postcard for email/list serv sign-up
- Consumer checklist
- Collateral brochures
- Key contacts
- Key dates
- Customizable flyer
- PSA/Live Reads
- Infographics
- Ordering info



*Postcards*

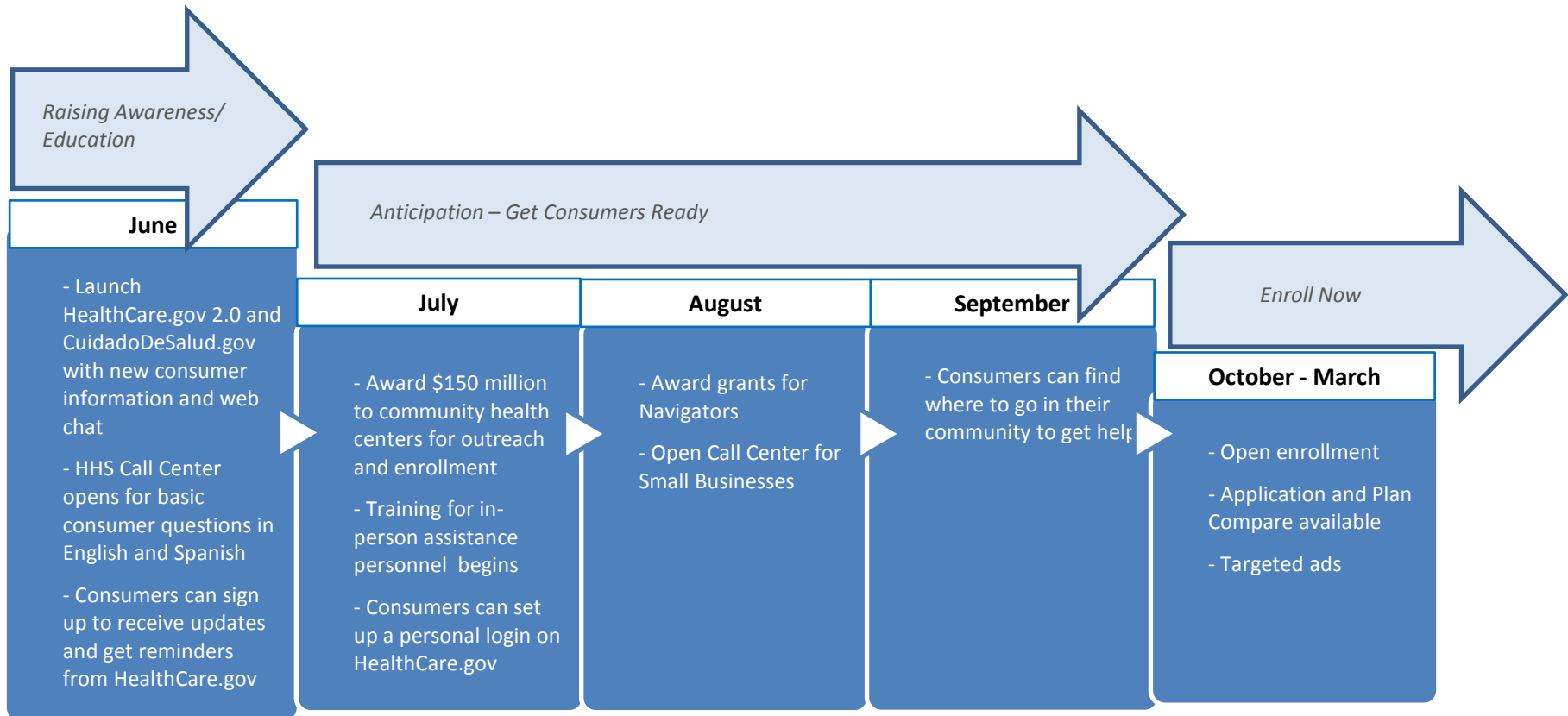


*Collateral brochures*



*Shop Health Here Video*

# On Target for Opening the Health Insurance Marketplace



**Ongoing outreach: Digital Media, Public Events, Engaging Partners**