



# 10 Tips for Employers to Get SHOP Marketplace Coverage

The SHOP Marketplace makes it possible for small businesses to provide qualified health and/or dental plans to their employees. Use these tips to help you with your SHOP Marketplace enrollment on [HealthCare.gov](https://www.healthcare.gov).

- 1. Set your budget.** Think about how much money you're able to spend for group coverage, and decide in advance how much you want to contribute towards employee premium costs. Also consider how much your employees can spend for their coverage.
- 2. Decide if you'll cover dependents.** In the SHOP Marketplace, you must offer coverage to all full-time employees, but offering dependent coverage is optional. Consider whether your employees have dependents they may want to include in family coverage, and decide if you'll offer dependent coverage.
- 3. Find out your employees' coverage needs.** Talk to your eligible employees and find out their health and dental coverage needs. You should balance their coverage needs with your budget to determine which coverage options work best for you and your employees. This will help you with your coverage decision, and you'll get an idea of how many employees might participate. Most states require 70% of your eligible employees' participation (this percentage may be different in your state) – but you can enroll November 15 – December 15 each year without having to meet this requirement.

- 4. Decide if you want to offer a choice of plans.** In the SHOP Marketplace, you get to decide if you want to offer your employees one health and/or dental plan, or a choice of health and/or dental plans.

If you offer your employees a choice of plans, you'll select a plan category (like Bronze or Silver for health plans, and High or Low for dental plans) with multiple plans from different insurance companies. Your employees can then select the plan that best meets their needs from the plan category you choose. In some states, you can select one insurance company with multiple plans. Your employees can then select the plan that best meets their needs from the insurance company you choose in any plan category.

- 5. Preview available health and dental plans in your area.** Visit [HealthCare.gov/see-plans/#/small-business](https://www.healthcare.gov/see-plans/#/small-business) to see health and dental plans and prices before you start your SHOP Marketplace application or renew coverage.
- 6. Get help.** Licensed agents and brokers registered to work with the SHOP Marketplace may be able to help you apply for and enroll in the SHOP Marketplace at no additional cost to you and your employees. When you apply for SHOP Marketplace coverage, you can search through a list of agents and brokers registered to work with the SHOP Marketplace in your area. You can also continue using your current agent or broker if they've completed the SHOP Marketplace registration requirements.
- 7. Choose a coverage start date.** You'll need to choose a month to start coverage. Consider what timing works best for you and your employees. You can enroll in SHOP Marketplace coverage during any month throughout the year and your plan year will last for 12 months. If you complete the enrollment process by the 15th of the month, coverage will start on the 1st of the following month. If you enroll after the 15th of the month, coverage will start on the 1st of the second following month. For example, if you complete enrollment on February 15th, coverage will start March 1st. If you enroll on February 17th, coverage will start April 1st.
- 8. Choose the plan that's right for your business and enroll.** Once you compare and select the coverage that best meets your needs, submit your coverage offer to employees and enroll those who accept coverage by the coverage effective date you chose. Remember, you must have at least one employee who isn't a business owner or spouse enroll in coverage before the group can enroll.
- 9. Pay the premium.** Once employees enroll, you'll send the first month's premium to the SHOP Marketplace. After that, you'll get a single monthly bill for all health and/or dental plans in which your employees are enrolled. You'll provide one monthly payment to the SHOP Marketplace.
- 10. Find out if you may be eligible for a tax credit.** The Tax Credit Estimator on [HealthCare.gov](https://www.healthcare.gov) can help determine if your business may qualify for the Small Business Health Care Tax Credit, and how much it could be worth to you. Visit the Tax Credit Estimator at [HealthCare.gov/shop-calculators-taxcredit](https://www.healthcare.gov/shop-calculators-taxcredit). If you qualify, you'll claim the credit when you file your tax return. Work with your tax preparer to complete the correct form. The IRS will determine if you qualify for the credit. For more information on the Small Business Health Care Tax Credit, visit [irs.gov/affordable-care-act/employers/small-business-health-care-tax-credit-and-the-shop-marketplace](https://www.irs.gov/affordable-care-act/employers/small-business-health-care-tax-credit-and-the-shop-marketplace).

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