



SMALL BUSINESS OUTREACH PILOT

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Pilot Description

- Pilot Period – 12.16.18 – 1.15.19
- Focus - small employers (10 employees or less) that do not provide insurance for their employees.
- Evaluate at end of pilot to determine level of interest and future expansion of program
- Message:
 - Still time for employees to obtain coverage through the individual exchange for the upcoming year
 - Employees may be eligible for Advance Premium Tax Credits and Cost Sharing Reductions (CSR's) depending upon income level (average premium of \$136 per month for those eligible)
 - Choice of plans for the employees
 - No administrative burden or required financial commitment by employer

Pilot Activities

- Add small business page to website to provide information
- Separate path (URL) to plan finder tool
- Outreach of messaging to test groups in selected areas:
 - Enrollment Centers
 - Brokers
 - Assisters
 - Industry Associations/Business groups
 - Chambers of Commerce
- Post 1/15/19 - Evaluation of traffic to small business page/plan finder tool and feedback from test groups/small businesses