



# SHOP Marketplace

Health Insurance for Small Businesses

We are excited to deliver the first electronic outreach package to our valued partners. This set of resources introduces the Small Business Health Options Program (SHOP) Marketplace, program features, and tools to small employers.

The SHOP Marketplace is the Health Insurance Marketplace for small businesses and helps small employers research, compare, and select health insurance for their employees making it easier to offer affordable, high quality coverage. The SHOP Marketplace offers several unique advantages to small employers including:

- **The Small Business Health Care Tax Credit:** Offering health coverage through the SHOP Marketplace is the only way to qualify for the Small Business Healthcare Tax Credit, which may be worth up to 50% of employers' contributions to employee premiums. Visit [HealthCare.gov/shop-calculators-taxcredit/](https://www.healthcare.gov/shop-calculators-taxcredit/) to learn more about eligibility and potential savings.
- **The ability to set premium contributions:** The SHOP Marketplace gives employers choices and lets them decide up front exactly how much they can afford to contribute towards employee premiums. Employers can explore plans and prices by visiting [HealthCare.gov/see-plans/#/small-business](https://www.healthcare.gov/see-plans/#/small-business).
- **A convenient, easy to use website:** HealthCare.gov is a one-stop-shop for information about affordable coverage for small employers. Employers can research, select, and enroll in coverage all through one convenient [website](https://www.healthcare.gov).

We encourage you to share this important health care information with your members on your website, at your events, and through your other communication channels. To facilitate this effort we've included links to the following outreach resources:

- A [sample newsletter drop-in article](#) on getting ready to enroll in the SHOP Marketplace;
- [Social media toolkit](#) that highlight important information about the SHOP Marketplace; and
- [Web badges](#) to include on your website.

Please join us in helping small employers offer health coverage to their employees. The HealthCare.gov team is here to help support small businesses in your community, if you have any questions please contact me and let us know how we can support you.

Thank you,  
Centers for Medicare and Medicaid Regional Office