

## Webinar Invitation: New Research Findings on Small Employers and the Small Business Health Options Program Marketplace

[Join](#) PerryUndem Research/Communication and GMMB for a webinar to share findings from a recent study with small business owners to explore their attitudes, motivations and barriers for offering health insurance to employees.

### Event Details:

Date: Thursday, January 14, 2016

Time: 3:30 to 4:30 p.m. ET

Space is limited, [register](#) today!

The Robert Wood Johnson Foundation commissioned this research to conduct focus groups and a national survey with employers with 50 or fewer employees to understand their feelings about offering health insurance as well as their awareness of and interest in the [Small Business Health Options Program](#) (SHOP) Marketplace. The webinar will provide insights for reaching small employers and how best to communicate the benefits of the SHOP Marketplace through its features and through trusted messengers.

[Register](#) today!

Thank you,

The SHOP Marketplace Team