HealthCare.gov

SHOP Insurance Categories



Make sure you pick the right SHOP insurance category for your business.

You can choose a Bronze, Silver, Gold, or Platinum plan:

- Bronze plans: The insurance company pays 60% of health care costs and your employees pay 40%.
- Silver plans: The insurance company pays 70% of health care costs and your employees pay 30%.
- Gold plans: The insurance company pays 80% of health care costs and your employees pay 20%.
- Platinum plans: The insurance company pays 90% of health care costs and your employees pay 10%.

Remember: The insurance plan categories do not affect the quality of care.

Sign up for SHOP insurance today by contacting an insurance company, or working with a SHOP-registered agent or broker.

What are you waiting for? Learn more about SHOP coverage today.



Questions? Contact the SHOP Call Center at 1-800-706-7893 (TTY: 711) weekdays from 9 a.m. to 5 p.m. Eastern Time.

Thank you,

The SHOP Team