



December 3, 2014

Dear Small Business Owner:

As a business owner, you know that offering quality health insurance is a powerful tool for attracting and retaining the best workers. However, providing medical coverage in today's health care system can be expensive, or simply not possible. Good news: new enrollment options available through the Health Insurance Marketplace may benefit both your business and your workforce.

If your company is unable to provide health insurance for either full-time or part-time employees, please encourage your staff to visit the Marketplace at www.healthcare.gov. Through the Marketplace, uninsured and underinsured employees can compare private health plans, apply for coverage and select an option that meets their budget and needs. Many employees who apply through the Marketplace also qualify for tax credits and savings on out-of-pocket costs based on their household size and income. Your employees can also call United Way 2-1-1 to find a trained counselor to help answer questions and walk them through the application process.

Another option for small business owners is the Small Business Health Options Program, commonly known as SHOP, which is an online marketplace developed for businesses with one to 50 eligible employees. If you buy SHOP coverage and have fewer than 25 employees, you may qualify for a health care tax credit worth up to 50 percent of your premium costs.

IMPORTANT DATES:

NOV. 15, 2014: Open enrollment begins.

DEC. 15, 2014: Deadline to enroll for coverage to start in January.

FEB. 15, 2015: Open enrollment ends.

Want to learn more about health coverage available through the Marketplace or the SHOP program? Certified application counselors are available, at no cost, to provide more information about options for small businesses. Trained counselors can also provide on-site, personalized assistance to your employees, helping them review Marketplace health care choices, guiding them through the enrollment process and helping them apply for coverage. To schedule a training or enrollment event, please call 816-701-8389. Presentations are available in English or Spanish.

Lastly, we ask you to share the attached flier with any employees who do not currently have health insurance coverage, especially your part-time workers. Thank you again for sharing this important information.

Sincerely,

Sly James, Mayor
Kansas City, Missouri

Mark Holland, Mayor/CEO
Unified Government of Wyandotte County
Kansas City, Kansas