

Agents Gear Up to Enroll Small Businesses on Covered California Exchange Site

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SACRAMENTO, Calif., Nov. 21, 2013 /PRNewswire-USNewswire/ -- More than 6,000 Exchange Certified Agents are ready to help small businesses enroll for group insurance through the exchange Small Business Health Options Program (SHOP), scheduled to launch on Monday, November 25. This is the latest suite of services and upgrades to be provided by Covered California™.

The Small Business Health Options Program (SHOP) is designed to offer group health insurance to employers with 50 or fewer eligible employees. "Most of our exchange certified Agents are small business owners themselves and have a personal understanding of the needs of a small business owner," said Sam Smith, President of the California Association of Health Underwriters (CAHU). "What small business owners should know is that it does not add to the cost of their premium to use an agent, so why not take advantage of our know-how. We want to make sure they get what they need and help them take full advantage of the tax credits that are offered by enrolling through the exchange." The upgraded site will also allow self-service online quoting and enrollment for small employers.

Patrick Burns, President-Elect of CAHU added, "Even though purchasing group insurance is optional for small businesses with less than 50 employees, many owners see the advantage of offering affordable health coverage as way to retain valuable workers and keep them and their families healthy."

Perhaps Neil Crosby, VP of Public Affairs for CAHU, and himself an agent puts it best, "As small business owners ourselves, we really get-it. The last thing a small business owner needs is another decision making headache when they need to be focused on so many other things that will help their businesses grow. Agents are licensed, regulated, and subject to continuing education requirements. It's really a no brainer."

There are more than 30,000 health insurance agents in California. To find a professional licensed and exchange certified Agent who is a member of California Association of Health Underwriters go to CAHU.org, click the Consumers link, and click the "Find an Agent" tab under the drop down menu.

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