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New Report Shows Best Ways to Create Successful California Small Business Health Insurance Exchange

Report generated from three-part forum on exchanges offers state lawmakers policy recommendations that will lead to a thriving small business health insurance exchange

Sausalito, CA, Feb. 6, 2012—A [report released today](#) provides state policymakers with comprehensive policy recommendations on the best ways to implement California’s Small Business Health Options Program (SHOP) and make it a success.

The report is based on a recent series of three forums—sponsored by Small Business Majority—that gave many policymakers and stakeholders their first exposure to policy issues related to the SHOP exchange. The forums consisted of panels that included experts who run successful small business exchanges in other states, small business advocates and brokers. The report encapsulates their key recommendations to building a SHOP exchange that will appeal to small businesses and expand health coverage in California. Some of those recommendations cover issues such as working with brokers, providing services that are appealing to small businesses and marketing tips for a strong launch.

The forums represented the first time many policymakers got specific insight into what would make a SHOP exchange work for small businesses—arguably the most important part of healthcare reform for small businesses. The report could not be more timely as the Exchange Board is expected to take up several small business issues in the months to come.

“There’s no need to reinvent the wheel when it comes to California’s SHOP exchange,” said John Arensmeyer, founder and CEO of Small Business Majority. “There are successful small business exchanges out there, and we gathered experts from some of the best in one room to give California policymakers advice on how to do it right here.”

Read the full report here:

http://smallbusinessmajority.org/policy/docs/020712_CA_SHOP_Exchange_Report.pdf

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About Small Business Majority

Small Business Majority is a California-based, national nonpartisan small business advocacy organization, founded and run by small business owners, and focused on solving the biggest problems facing America’s 28 million small businesses. We conduct extensive opinion and economic research and work with small business owners, policy experts and elected officials nationwide to bring small business voices to the public policy table. www.smallbusinessmajority.org