


In March 2014, Florida's Health Insurance Marketplace officially opened, giving businesses and individuals a consumer-focused web portal to shop and compare prices on a variety of health care products and services. With approximately 1.3 million Floridians ineligible for Affordable Care Act subsidies, it's important to offer low-cost options that fill coverage gaps and meet individual needs.

Since its inception, the Marketplace has provided consumers with a user-friendly experience when searching for and purchasing health plans. Customer service is an equally high priority for consumers who prefer to enroll via the Marketplace's toll-free number, with average hold times of 14 seconds. Check back often as we continue to optimize the Marketplace web platform to meet demand and ensure that visitors can quickly find and purchase what they need as additional products and plans become available.



**AT FLORIDA HEALTH CHOICES,
WE WANT TO HELP YOU GET COVERED,
QUICKLY AND EASILY.**

*Let our team help protect your greatest asset: **YOU.***

▶ QUICK FACTS

Who Can Shop: Individual Consumers, Children, Families & Licensed Professionals

When to Shop: The Health Insurance Marketplace is open 24/7 with Open Enrollment beginning on November 1, 2015. If your needs fall outside of open enrollment, you may qualify for a Special Enrollment Period – 60 days following certain life events that involve a change in family status (for example, marriage or birth of a child) or loss of other health coverage.

Coverage Offered: Health insurance, dental and vision

▶ NAVIGATION GUIDE

SHOP

- Consumers: Comprehensive coverage for individuals, children and families.
- Licensed Professionals: Comprehensive coverage for professionals licensed by the State of Florida and their families.

COMPARE

- With a single point of access, you can compare multiple products, so that you're able to enroll in the product that best meets your needs.

DOWNLOAD

- Our resources are available to Floridians for free. Simply download this resource guide and each of its components to read about the different ways we can help you get covered.

READ

- Visit our blog for insights from our CEO, Rose Naff, including trends in the industry, news and important information to know about the Marketplace.

SUBSCRIBE

- Sign up for our mailing list to get important information and updates.

SHARE

- Follow us on Facebook and LinkedIn for all things Florida Health Choices – and share with your friends and family how easy it is to get covered.

▶ USER DEMOGRAPHICS



- 62% of individual product enrollments are adults and children
- Child-only policies make up 7% of enrollment (ages birth – 18)
- Sales include:
 - ▶ All insurance companies currently offered
 - ▶ All of the metal tiers: Bronze 43%, Silver 32%, Gold 19%, Platinum 6%
 - ▶ All product lines offered (Medical, Dental, Vision, Telehealth, Identity Theft Protection)
- The average individual/family monthly premium was \$355, and they purchased an average of two products
- Florida Health Choices assisted with subsidized purchases



- Enrollment was geographically dispersed from Tallahassee to St. Augustine to Miami
- The highest concentration of enrollment was along the I-4 corridor from communities around Orlando to the greater Tampa Bay area
- Ages range from 1 to 64, average age of an enrollee is 35 years
- Young Invincibles make up about 27% of enrollment (ages 18 – 29)
- 80% purchased individual coverage, 20% purchased spouse/family coverage

BELOW ARE THE WEB ANALYTICS

FROM 1/5/2015 TO 10/1/2015:

