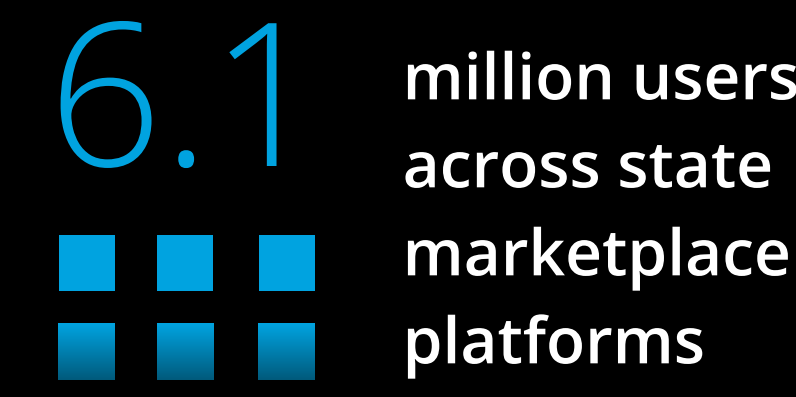


## Customize *care* for your state

Deloitte HealthChoice provides states with dynamic technology and tailored services to develop their own state-based marketplace (SBM). Our intuitive interface allows individuals or families across a state to **choose** from a variety of eligible plan options that align with their unique healthcare needs and financial situations.



Deloitte supports over



## Make the move to a *state-based* marketplace

*Adopt an entire marketplace ecosystem with HealthChoice*

### POLICY, PROGRAM, AND PLAN MANAGEMENT

*End-to-end strategic support*—from design to ongoing coordination with federal government for approval

### COMPREHENSIVE TECHNOLOGY SOLUTION

*Flexible, highly-customized capabilities* to determine eligibility and accelerate member enrollment

### CUSTOMER SUPPORT AND CONTACT CENTERS

*Full-service digital contact centers and staff training* to advance the adoption and success of your marketplace

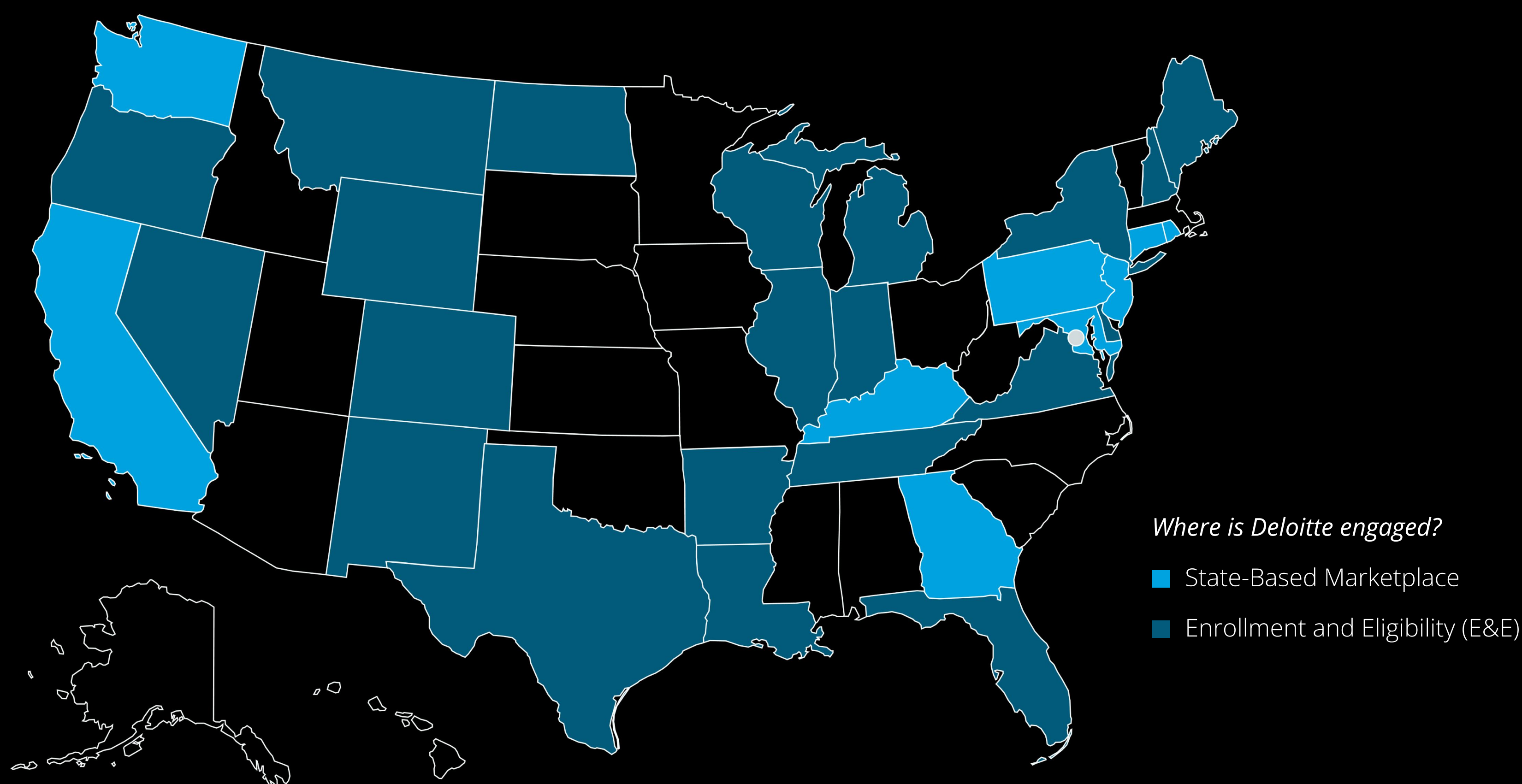
### PUBLIC OUTREACH AND MARKETING

*Data-driven outreach campaigns* to engage underserved state regions and drive enrollment

## Elevate impact through *improved access*

*The rate of residents insured is 20% higher with state-based marketplaces<sup>1</sup>*

<sup>1</sup> - National Academy for State Health Policy (NASHP), June 2020



### INCREASED FLEXIBILITY

Incorporate state or region-specific coverage options into plan shopping and personalize the provider directory

### HIGHER ENROLLMENT

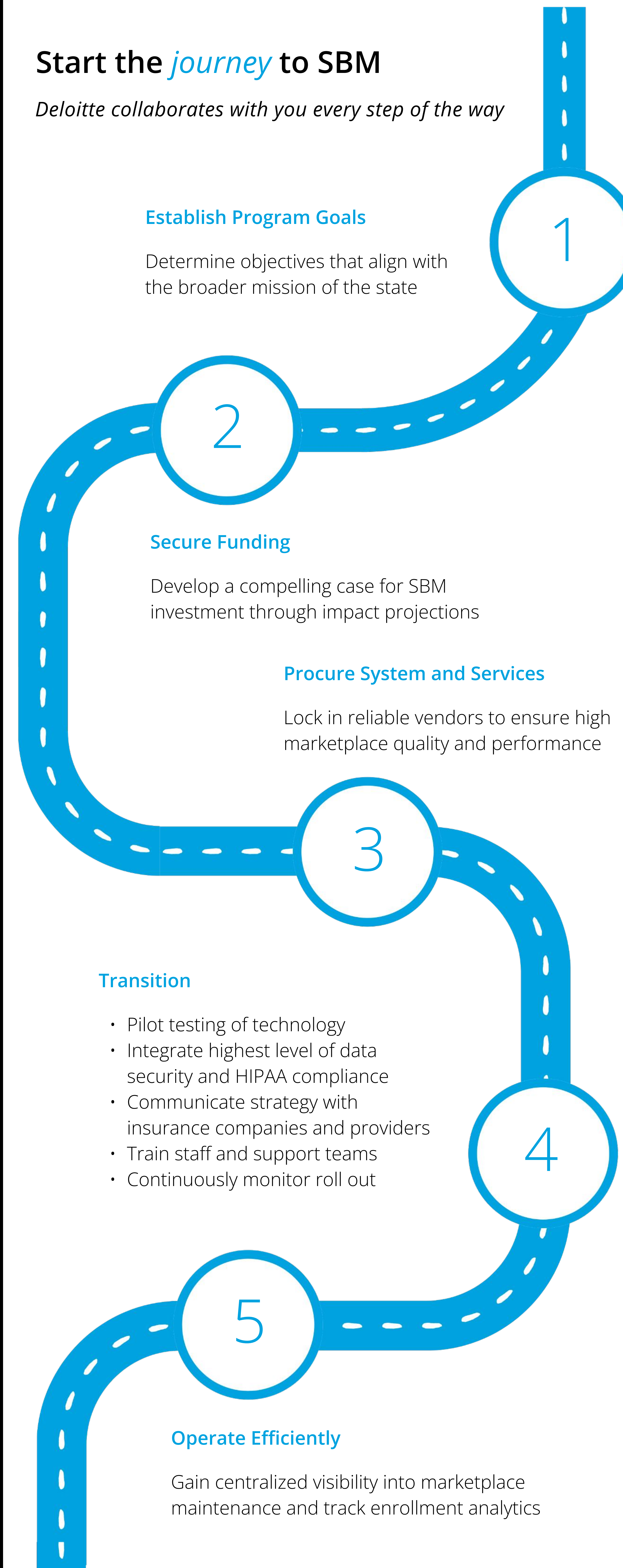
Streamline outreach programs, eligibility determination, and plan review to reduce the uninsured rate

### NEW REVENUE STREAM

Retain millions in marketplace fees each year and reinvest in preventative care, outreach, or wellness programs

## Start the *journey* to SBM

*Deloitte collaborates with you every step of the way*



**Ash D'Souza**  
Managing Director  
Deloitte Consulting LLP  
asdsouza@deloitte.com



**Simson Thomas Simon**  
Senior Manager, HealthChoice  
Deloitte Consulting LLP  
stthomas@deloitte.com