Deloitte.

HealthChoice™

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



million users across state marketplace platforms

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

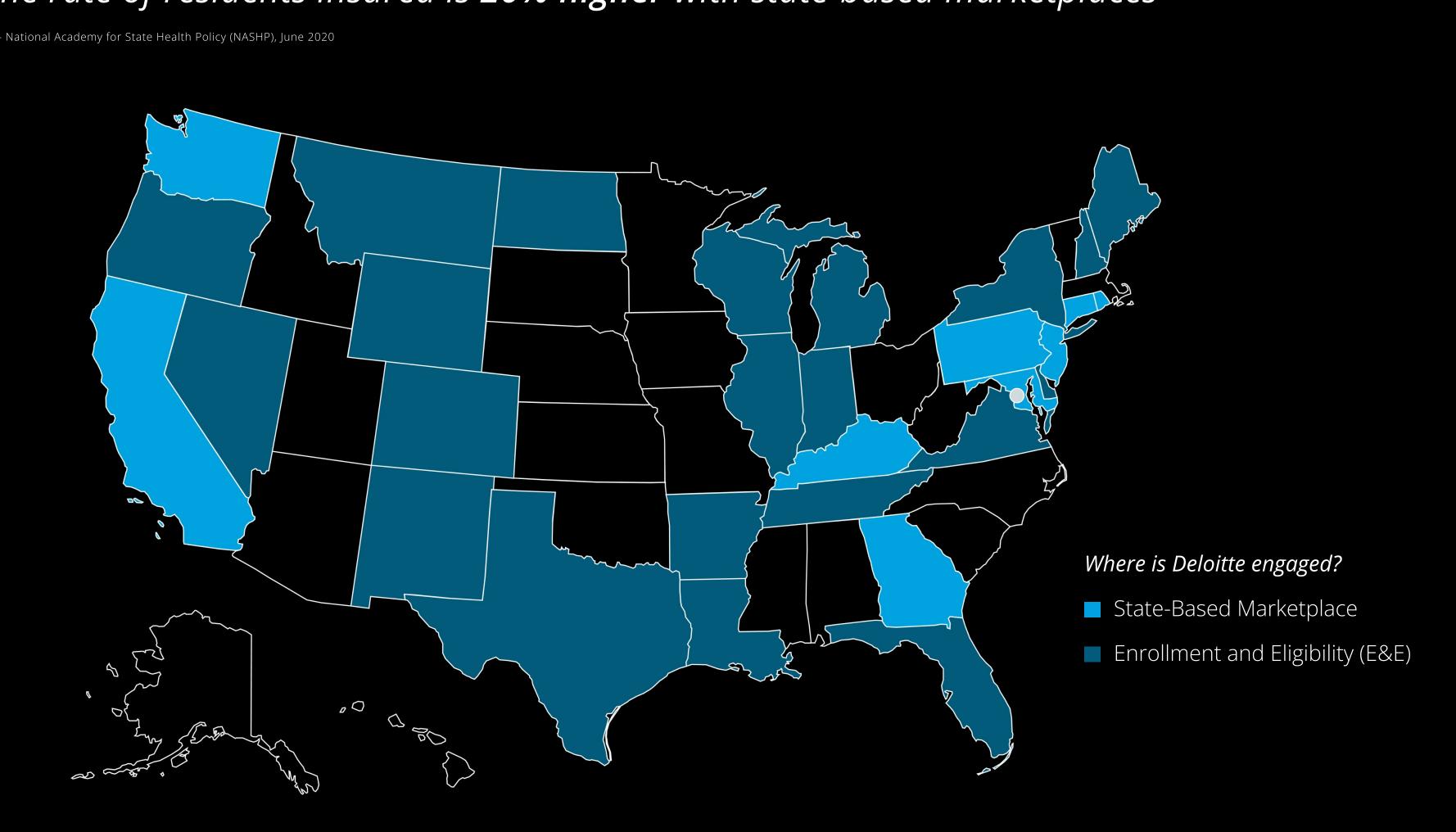
Full-service digital contact centers and staff training to advance the adoption and success of your marketplace

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



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

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Senior Manager, HealthChoice Deloitte Consulting LLP sthomas@deloitte.com As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

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Start the *journey* to SBM

Deloitte collaborates with you every step of the way

Establish Program Goals

Determine objectives that align with the broader mission of the state

Secure Funding

Develop a compelling case for SBM investment through impact projections

Procure System and Services

Lock in reliable vendors to ensure high marketplace quality and performance

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Transition

- Pilot testing of technology
- Integrate highest level of data security and HIPAA compliance
- Communicate strategy with insurance companies and providers
- Train staff and support teams
- Continuously monitor roll out

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Operate Efficiently

Gain centralized visibility into marketplace maintenance and track enrollment analytics