Goals for Today’s Webinar

1. Explain why Enroll America created the Get Covered Plan Explorer
2. Demonstrate how the tool works and its value for different kinds of users
3. Preview learning opportunities from the tool
Agenda

I. Introduction
   • Jenny Sullivan, Director, Best Practices Institute

II. Get Covered Plan Explorer Deep Dive
    • Sophie Stern, Deputy Director, Best Practices Institute

III. Consumer Engagement and Evaluation
     • Andy Anderson, National Digital Director

IV. Q&A
    • Submit any time via chat (no questions will be taken by phone)
## Why We Created a Tool

<table>
<thead>
<tr>
<th>Empower consumers (and assisters!) to better understand choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Almost half of uninsured lack confidence in choosing a plan</td>
</tr>
<tr>
<td>• 2/3 want more information about health insurance terms</td>
</tr>
<tr>
<td>• 9 out of 10 marketplace enrollees want more information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employ knowledge from last two enrollment cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Consumers want personalized information</td>
</tr>
<tr>
<td>• Partnerships with in person assisters are key</td>
</tr>
<tr>
<td>• Built two successful digital tools for consumers already</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learn and share</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Share what we learn with the community (all of you!)</td>
</tr>
</tbody>
</table>
Criteria

Must Have
- Complete, unbiased information
- Free for consumers and assisters to use
- Consumer-friendly user experience
- Estimate total out of pocket costs
- Give users flexibility to filter, sort, email information

Nice to Have
- Filter by preferred doctors, hospitals
- Filter by coverage for specific prescription drugs
Tool Launched Week 1 of OE3

**Must Have**
- Complete, unbiased information
- Free for consumers and assisters to use
- Consumer-friendly user experience
- Estimates total out of pocket costs
- Gives users flexibility to filter, sort, email information

**Nice to Have**
- Filter by preferred doctors, hospitals
  - Filter by coverage for specific prescription drugs (awaiting data)
<table>
<thead>
<tr>
<th>Why health insurance matters</th>
<th>When and how to get covered</th>
<th>Financial help (or low or no cost coverage) is available</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to find a plan that meets needs and budget</td>
<td>How to use health insurance</td>
<td>How to keep coverage</td>
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# What about Health Insurance Literacy?

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- **Where to go for help!**
Suite of Consumer Tools

SEE WHAT YOU QUALIFY FOR
Enter some basic info and see how much financial help you could qualify for. Let’s get started!

Your ZIP code:  

Estimated 2015 household income:  

$  

# in household:  

This number includes you and anybody you file jointly with or consider dependents on your taxes.

# who need insurance:  

If the person being covered is under 1 year old, enter 0.

Calculate

FIND LOCAL HELP
Need help with your health insurance application? Enter your ZIP code below to find appointments with local application assisters.

Enter Your ZIP Code:  

Search Within:  

10 miles  

Language:  

All  

Search For Help

Explore Plans
Enter some info below so we can help you find the best plan for your needs and your budget.

Household Information
ZIP code:

Estimated 2016 household income:

Number of people in household:

This number includes you and anybody you file jointly with or consider dependents on your taxes, even if they don’t live with you. Note: If you are married, you must file your taxes jointly with your spouse to get financial help.

Number of people who need insurance:

Next

Questions?  |  Privacy Policy  |  Terms of Service  |  Report a Problem

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EnrollAmerica.org | GetCoveredAmerica.org
GET COVERED PLAN
EXPLORER DEEP DIVE
Get Covered Plan Explorer

- Available in states using HealthCare.gov only
- Available on GetCoveredAmerica.org
- Consumers can use the tool for free
- Assisters and other partners can also use the tool for free
- Partners can embed on their web sites for free
Taking a Closer Look: Mother and Son Need Coverage for 2016

Susanna Lopez (27 years old) and Tomas Lopez (1 year old)

- Titusville, FL (ZIP 32780)
- Household income: $24,000
- Susanna wants to:
  - Protect her and her son’s health
  - Save money
  - Avoid risk
Household Info

Explore Plans

Enter some info below so we can help you find the best plan for your needs and your budget.

Household Information

ZIP code
32780

Estimated 2016 household income
24000

Number of people in household
2

This number includes you and anybody you file jointly with or consider dependents on your taxes, even if they don’t live with you. Note: If you are married, you must file your taxes jointly with your spouse to get financial help.

Number of people who need insurance
2

Next
Explore Plans

Enter some info below so we can help you find the best plan for your needs and your budget.

**Person 1**

Age

27

If the person being covered is under 1 year old, enter 0.

Sex

F  M

☐ This person is pregnant.

If you are currently pregnant, you may qualify for free or low-cost coverage, depending on your income and where you live.

☐ This person is a parent to someone under 19.

☐ This person can get health insurance through an employer.

☐ This person is a registered American Indian or Alaska Native.

☐ This person uses tobacco products.

Tobacco users may pay more for insurance. If you don’t report tobacco use and get a related illness, insurance companies may deny your coverage.

**Person 2**

Age

1

If the person being covered is under 1 year old, enter 0.

Sex

F  M

Next
What You Qualify For

**Person 2 (1 year-old, Male)**
Might qualify for free or low-cost coverage through Medicaid. We'll show you how to apply a bit later.

**Person 1 (27 year-old, Female)**
Might qualify for $116 a month in financial help through the health insurance marketplace. Next, we'll gather some more info about their health and explore available plans.

[Enter Health Info]
Your Health

Tell us about your health care needs so we can help you find the right plans

Health Care Providers

Your doctors and hospitals (optional)

Don’t see your doctor or hospital here? Give them a call to find out what plans they accept.

Now, let's take a look at the health of each person in your household seeking marketplace coverage

**Person 1 (27 year-old, Female)**

How would this person rate their overall health?

[Rating Scale: Poor, Fair, Good, Very Good, Excellent]
### Health Care Providers

Tell us about your health care needs so we can help you find the right plans.

**Health Care Providers**

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</tr>
<tr>
<td>4401 S HOPKINS AVE, SUITE 103 TITUSVILLE, FL 32780</td>
<td></td>
</tr>
<tr>
<td>MERRITT-TITUS PA</td>
<td>Family Medicine</td>
</tr>
<tr>
<td>1855 KNOX MCRAE DR TITUSVILLE, FL 32780</td>
<td></td>
</tr>
<tr>
<td>CYNTHIA LEE TITUS</td>
<td>Nurse Practitioner</td>
</tr>
<tr>
<td>6550 N WICKHAM RD. SUITE 2 MELBOURNE, FL 32940</td>
<td></td>
</tr>
<tr>
<td>HOUSING AUTHORITY OF THE CITY OF TITUSVILLE</td>
<td>Assisted Living Facility</td>
</tr>
<tr>
<td>405 INDIAN RIVER AVE TITUSVILLE, FL 32796</td>
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Now, let's take a look at the health of each person in your household seeking marketplace coverage.

Person 1 (27 year-old, Female)
How would this person rate their overall health?

- Poor
- Fair
- Good
- Very Good
- Excellent

Does this person have any of these common health conditions?
Note: Reporting this will help us find the right plans for you and is completely optional.

- [ ] Asthma
- [ ] Arthritis
- [ ] Back Problems
- [ ] Breast Cancer
- [ ] Diabetes
- [ ] Heart Disease
- [ ] High Blood Pressure
- [ ] High Cholesterol
- [ ] Lung Cancer
- [ ] Prostate Cancer
- [ ] Pregnant or planning a pregnancy in 2016

Enter Health Usage
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Enter Health Usage

Compare Plans

Enroll Now

Powered by ClearHealth

Methodology | Privacy Policy | Reproductive Health
© 2014–2015 Enroll America
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- Breast Cancer
- Diabetes
- High Blood Pressure
- High Cholesterol
- Prostate Cancer
- Pregnant or planning a pregnancy in 2016

Common Health Conditions

The health conditions listed are some of the most expensive but common health conditions. This information will help us provide a better estimate of how much you might spend on health care. Remember: You can't be turned down for being sick or having a pre-existing condition.

Enter Health Usage
Your Health

Here is our estimate of your household’s health care needs for the next year. Make any adjustments you’d like, or simply click “View Available Plans” to go to the next screen.

Chiropractor Care: 0
Hospitalization: 0
Lab Test: 1
Outpatient Non-Surgery: 0
Primary Care Doctor Visit: 1
Urgent Care Visit: 0
X-Ray: 0

Emergency Room Visit: 0
Imaging (MRI, CT Scan, Ultrasound): 0
Mental Health Visit: 0
Outpatient Surgery: 0
Specialist Doctor Visit (e.g., OB/Gyn, dermatologist, eye doctor): 1
Well Visits / Checkup: 1

View Available Plans
There are 134 plans available.

Your household could qualify for $162/month in financial help.

Plans are sorted by our estimate of how much you’ll spend during the year based on the health information you provided. Sort or filter plans by using the options below. Select up to 3 plans to compare. We’ll show you how to sign up for Medicaid/KidCare for person 2 once you’ve selected a plan for person 1.
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Showing 134 of 134 plans

Filter by

- Plans with cost sharing reductions
  - Plans with lower out of pocket costs

Metal level
- Bronze
- Silver
- Gold
- Platinum
- Catastrophic

Insurance carriers
- Molina Marketplace
- CHRISTUS Health Plan
- Presbyterian Health Plan, Inc

Your covered doctors and hospitals

There may be more plan options available for your doctors and hospitals. Give them a call to check whether they take the plan you're considering.

- SOUTH TITUSVILLE MEDICAL CENTER
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Reset filters
Filter by ▲

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- SOUTH TITUSVILLE MEDICAL CENTER

Reset filters
Select one or two additional plans to compare them.

IND Silver HMO 6400, Florida Health Care Plans
Silver | Plan ID #56503FL2040002

Monthly premium: $161

Your est. 2016 cost: $2,356
$0 Your 2016 cost range: $1,932 – $12,332 $16,500

Show more information Enroll now

Gym Access IND Silver HMO 6400, Florida Health Care Plans
Silver | Plan ID #56503FL2040001

Monthly premium: $165

Your est. 2016 cost: $2,444
$0 Your 2016 cost range: $1,980 – $12,380 $16,500

Show more information Enroll now

IND Bronze HMO BC 3841, Florida Health Care Plans
Bronze | Plan ID #56503FL2530001

Monthly premium: $91

Your est. 2016 cost: $2,532
$0 Your 2016 cost range: $1,092 – $14,792 $16,500

Show more information Enroll now
<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Monthly premium</th>
<th>Estimated 2016 Cost</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>IND Silver HMO 6400, Florida Health Care Plans</td>
<td>$161</td>
<td>$2,356</td>
<td>$1,932 – $12,332</td>
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<tr>
<td>Gym Access IND Silver HMO 6400, Florida Health Care Plans</td>
<td>$165</td>
<td>$2,644</td>
<td>$1,980 – $12,380</td>
</tr>
<tr>
<td>IND Bronze HMO BC 3841, Florida Health Care Plans</td>
<td>$91</td>
<td>$2,532</td>
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## Compare Plans

<table>
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<tr>
<th>Cost</th>
<th>IND Silver HMO 6400, Florida Health Care Plans</th>
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<th>IND Bronze HMO BC 3841, Florida Health Care Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated yearly cost:</td>
<td>$2,396</td>
<td>$2,444</td>
<td>$2,532</td>
</tr>
<tr>
<td>Lowest possible yearly cost:</td>
<td>$1,934/yr ($161/mo)</td>
<td>$1,978/yr ($165/mo)</td>
<td>$1,098/yr ($91/mo)</td>
</tr>
<tr>
<td>Highest possible yearly cost:</td>
<td>$12,332</td>
<td>$12,380</td>
<td>$14,792</td>
</tr>
</tbody>
</table>

### Yearly deductible:

<table>
<thead>
<tr>
<th></th>
<th>Individual Medical</th>
<th>Family Medical</th>
<th>Individual Drug</th>
<th>Family Drug</th>
</tr>
</thead>
<tbody>
<tr>
<td>IND Silver HMO</td>
<td>$4,200</td>
<td>$8,400</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Gym Access IND</td>
<td>$4,200</td>
<td>$8,400</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>IND Bronze HMO BC</td>
<td>$6,700</td>
<td>$13,400</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

### Yearly out-of-pocket maximum:

<table>
<thead>
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<th></th>
<th>Individual</th>
<th>Family</th>
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<td>$5,200</td>
<td>$10,400</td>
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<td>$5,200</td>
<td>$10,400</td>
</tr>
<tr>
<td>IND Bronze HMO BC</td>
<td>$6,850</td>
<td>$13,700</td>
</tr>
</tbody>
</table>
### Cost of Care

<table>
<thead>
<tr>
<th>Service</th>
<th>Plan 1</th>
<th>Plan 2</th>
<th>Plan 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preventive care (checkups, vaccines, etc.)</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Primary care visit</td>
<td>$30</td>
<td>$30</td>
<td>$50</td>
</tr>
<tr>
<td>Mental health visit</td>
<td>$75</td>
<td>$75</td>
<td>$85</td>
</tr>
<tr>
<td>Specialist visit</td>
<td>$75</td>
<td>$75</td>
<td>$85</td>
</tr>
<tr>
<td>Emergency visit</td>
<td>$500</td>
<td>$500</td>
<td>50% after deductible</td>
</tr>
<tr>
<td>Hospital stay</td>
<td>$500 per occurrence</td>
<td>$500 per occurrence</td>
<td>$150 per occurrence after deductible</td>
</tr>
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### Cost of Drugs

<table>
<thead>
<tr>
<th>Type</th>
<th>Plan 1</th>
<th>Plan 2</th>
<th>Plan 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic</td>
<td>$10, 31 days per benefit period</td>
<td>$10, 31 days per benefit period</td>
<td>$10, 31 days per benefit period</td>
</tr>
<tr>
<td>Preferred brand name</td>
<td>$30, 31 days per benefit period</td>
<td>$30, 31 days per benefit period</td>
<td>$30 after deductible, 31 days per benefit period</td>
</tr>
<tr>
<td>Non-preferred brand name</td>
<td>$55, 31 days per benefit period</td>
<td>$55, 31 days per benefit period</td>
<td>$55 after deductible, 31 days per benefit period</td>
</tr>
<tr>
<td>Specialty</td>
<td>20%, 31 days per benefit period</td>
<td>20%, 31 days per benefit period</td>
<td>20% after deductible, 31 days per benefit period</td>
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[Email me these plans]
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- Titusville, FL (ZIP 32780)
- Household income: $24,000
- Susanna wants to:
  - Protect her and her son’s health
  - Save money
  - Avoid risk
Taking a Closer look: Husband and Wife Need Coverage for 2016

Carol Braun (55 years old) and Robert Braun (60 years old)
- Albuquerque, NM (ZIP 87107)
- Household income: $45,000
- Carol and Robert want:
  - Preventive care
  - Presbytarian hospital covered
  - Don’t want to spend more than they have to, but willing to pay a bit more up front to save money
Your Health

Tell us about your health care needs so we can help you find the right plans

Health Care Providers

Your doctors and hospitals (optional)

*Don't see your doctor or hospital here? Give them a call to find out what plans they accept.*

presbytar

PRESBYTARIAN HOSPITAL
General Acute Care Hospital
1100 CENTRAL AVE SE ALBUQUERQUE, NM 87106

PRESBYTERIAN HEALTHCARE SERVICES
Emergency Medicine
8300 CONSTITUTION AVE NE ALBUQUERQUE, NM 87110

PRESBYTERIAN HEALTHCARE SERVICES
Pharmacy
8300 CONSTITUTION NE, BLDG D ALBUQUERQUE, NM 87110
Health Care Providers

Your doctors and hospitals (optional)

*Don’t see your doctor or hospital here? Give them a call to find out what plans they accept.*

PRESBYTARIAN HOSPITAL
1100 CENTRAL AVE SE ALBUQUERQUE, NM 87106

Now, let’s take a look at the health of each person in your household seeking marketplace coverage.

**Person 1 (55 year-old, Female)**

How would this person rate their overall health?

[Scale from Poor to Excellent]

Does this person have any of these common health conditions?

*Note: Reporting this will help us find the right plans for you and is completely optional.*

- Asthma
- Arthritis
- Back Problems
- Breast Cancer
- Diabetes
- Heart Disease
- High Blood Pressure
- High Cholesterol
- Lung Cancer
- Prostate Cancer
- Pregnant or planning a pregnancy in 2016
Person 2 (60 year-old, Male)

How would this person rate their overall health?

| Poor | Fair | Good | Very Good | Excellent |

Does this person have any of these common health conditions?

Note: Reporting this will help us find the right plans for you and is completely optional.

- [ ] Asthma
- [ ] Arthritis
- [ ] Back Problems
- [ ] Breast Cancer
- [ ] Diabetes
- [ ] Heart Disease
- [ ] High Blood Pressure
- [ ] High Cholesterol
- [ ] Lung Cancer
- [ ] Prostate Cancer
- [ ] Pregnant or planning a pregnancy in 2016

Enter Health Usage
Person 2 (60 year-old, Male)

How would this person rate their overall health?

- Poor
- Fair
- Good
- Very Good
- Excellent

Does this person have any of these common health conditions?

- Asthma
- Arthritis
- Back Problems
- Breast Cancer
- Diabetes
- Heart Disease
- High Blood Pressure
- High Cholesterol
- Lung Cancer
- Prostate Cancer
- Pregnant or planning a pregnancy in 2016

Enter Health Usage
Your Health

Here is our estimate of your household's health care needs for the next year. Make any adjustments you'd like, or simply click "View Available Plans" to go to the next screen.

<table>
<thead>
<tr>
<th>Chiropractor Care</th>
<th>Emergency Room Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Hospitalization</td>
<td>Imaging (MRI, CT Scan, Ultrasound)</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Lab Test</td>
<td>Mental Health Visit</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Outpatient Non-Surgery</td>
<td>Outpatient Surgery</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Primary Care Doctor Visit</td>
<td>Specialist Doctor Visit (e.g., OB/Gyn, dermatologist, eye doctor)</td>
</tr>
<tr>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Urgent Care Visit</td>
<td>Well Visits / Checkup</td>
</tr>
<tr>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>X-Ray</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

[View Available Plans]
View Plans

There are 19 plans available.

Your household could qualify for $450/month in financial help.
Sort by

Total estimated yearly cost

Filter by

Metal level
- Bronze
- Silver
- Gold
- Platinum

Insurance carriers
- Molina Marketplace
- CHRISTUS Health Plan
- Presbyterian Health Plan, Inc

Your covered doctors and hospitals
There may be more plan options available for your doctors and hospitals. Give them a call to check whether they take the plan you’re considering.

- PRESBYTARIAN HOSPITAL

Reset filters
Sort by

Total estimated yearly cost

Filter by

- Metal level
  - Bronze
  - Silver
  - Gold
  - Platinum

Insurance carriers
- Molina Marketplace
- CHRISTUS Health Plan
- Presbyterian Health Plan, Inc

Your covered doctors and hospitals
There may be more plan options available for your doctors and hospitals. Give them a call to check whether they take the plan you’re considering.

- PRESBYTARIAN HOSPITAL

Reset filters
Plans that cover Presbytarian

New Mexico Bronze SLD, CHRISTUS Health Plan
Bronze | Plan ID: #72034NM0040001
Monthly premium: $527
Your est. 2016 cost: $8,855
Your 2016 cost range: $6,324 – $19,524
$24,500
Show more information | Enroll now

New Mexico Silver SLD, CHRISTUS Health Plan
Silver | Plan ID: #72034NM0180001
Monthly premium: $679
Your est. 2016 cost: $9,956
Your 2016 cost range: $8,148 – $20,148
$24,500
Show more information | Enroll now

New Mexico Gold SLD, CHRISTUS Health Plan
Gold | Plan ID: #72034NM0090001
Monthly premium: $903
Your est. 2016 cost: $12,356
Your 2016 cost range: $10,836 – $17,836
$24,500
Show more information | Enroll now
Lowest estimated 2016 cost [default]

- **Molina Marketplace Gold Plan, Molina Marketplace**
  - Gold | Plan ID #19722NM0010001
  - Monthly premium: $373
  - Your est. 2016 cost: $7,162
  - Your 2016 cost range: $4,476 - $18,176
  - $24,500

- **Molina Marketplace Silver Plan, Molina Marketplace**
  - Silver | Plan ID #19722NM0010002
  - Monthly premium: $250
  - Your est. 2016 cost: $7,766
  - Your 2016 cost range: $3,000 - $16,700
  - $24,500

- **Molina Marketplace Bronze Plan, Molina Marketplace**
  - Bronze | Plan ID #19722NM0010003
  - Monthly premium: $138
  - Your est. 2016 cost: $8,506
  - Your 2016 cost range: $1,656 - $15,356
  - $24,500

Lowest premium

- **Molina Marketplace Bronze Plan, Molina Marketplace**
  - Bronze | Plan ID #19722NM0010003
  - Monthly premium: $138
  - Your est. 2016 cost: $8,506
  - Your 2016 cost range: $1,656 - $15,356
  - $24,500

- **Molina Marketplace Silver Plan, Molina Marketplace**
  - Silver | Plan ID #19722NM0010002
  - Monthly premium: $250
  - Your est. 2016 cost: $7,766
  - Your 2016 cost range: $3,000 - $16,700
  - $24,500

- **Individual HMO Bronze 1 w/Gym Membership, Presbyterian Health Plan, Inc.**
  - Bronze | Plan ID #57173NM0320001
  - Monthly premium: $319
  - Your est. 2016 cost: $10,678
  - Your 2016 cost range: $3,828 - $17,528
  - $24,500
### Lowest estimated 2016 cost

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Plan ID</th>
<th>Monthly Premium</th>
<th>Your est. 2016 Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Molina Marketplace Gold Plan</td>
<td>#19722NM0010001</td>
<td>$373</td>
<td>$7,162</td>
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<tr>
<td>Molina Marketplace Silver Plan</td>
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<td>#19722NM0010003</td>
<td>$138</td>
<td>$8,506</td>
</tr>
</tbody>
</table>

**Save $1,344**

### Lowest premium

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Plan ID</th>
<th>Monthly Premium</th>
<th>Your est. 2016 Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Molina Marketplace Bronze Plan</td>
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<td>$8,506</td>
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<td>#19722NM0010002</td>
<td>$250</td>
<td>$7,766</td>
</tr>
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<td>#57173NM0320001</td>
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<td>$10,678</td>
</tr>
</tbody>
</table>

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EnrollAmerica.org | GetCoveredAmerica.org
Lowest estimated 2016 cost

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Molina Marketplace Bronze Plan, Molina Marketplace
Bronze | Plan ID #19722NM0010003
Monthly premium: $138

Save $2,172

Lowest premium

Molina Marketplace Bronze Plan, Molina Marketplace
Bronze | Plan ID #19722NM0010003
Monthly premium: $138

Molina Marketplace Silver Plan, Molina Marketplace
Silver | Plan ID #19722NM0010002
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Individual HMO Bronze 1 w/Gym Membership, Presbyterian Health Plan, Inc
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### Lowest estimated 2016 cost

#### Compare Plans

<table>
<thead>
<tr>
<th>Plan</th>
<th>Estimated Yearly Cost</th>
<th>Lowest Possible Yearly Cost</th>
<th>Highest Possible Yearly Cost</th>
<th>Preventive Care (Checkups, Vaccines, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Molina Marketplace Gold Plan, Molina Marketplace</td>
<td>$7,162</td>
<td>$4,473/yr ($373/mo)</td>
<td>$18,176</td>
<td>Free</td>
</tr>
<tr>
<td>Molina Marketplace Silver Plan, Molina Marketplace</td>
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Taking a Closer Look: Husband and Wife Need Coverage for 2016

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- Albuquerque, NM (ZIP 87107)
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  - Preventive care
  - Presbyterian hospital covered
  - Don’t want to spend more than they have to, but willing to pay a bit more up front to save money
In summary

- Just two of many(!) scenarios
- Use with your clients to help them find a plan that meets their needs and budget based on *their* situation
- Email questions to: planexplorer@enrollameria.org
CONSUMER ENGAGEMENT AND EVALUATION
Looking Towards the Win

Getting to what folks feel/think about the enrollment process

&

Evaluating their experience with the digital tools
Understanding the Decision Journey

- **Prompting**
- **Selection**
- **Choice Reduction**
- **Experience**
- **Evaluation**
Driving Towards an Active & Engaged Audience

**EA/GCA Activities**
- Internal Website Promotion
- Email & Newsletter Push
- Social Media Posts
- Field Amplification

**External Partner Opportunities**
- Explorer Embed
- Site Linking
- Email or Newsletter Push
- Social Media Posts
What Are We Hoping to Learn?

Understand what information consumers value about coverage.

Learn the best times to expose consumers to information in order to positively affect behavior.

Identify how and under what circumstances consumers are interested in receiving new information.
How Will We Arrive at Those Learnings?

Understand what information consumers value about coverage.

Learn the best times to expose consumers to information in order to positively affect behavior.

Identify how and under what circumstances consumers are interested in receiving new information.

Digital Surveying

Site Analytics & Tool Analysis

User Questionnaires
Call to Action

Use the Get Covered Plan Explorer and share feedback: planexplorer@enrollamerica.org
Embed on Your Web Site for Free!


Get Covered Plan Explorer

Empowering marketplace consumers to better understand key features of their health plan choices — what they will pay out of pocket for health care services in a given year, and what doctors are covered — is crucial to maximizing the number of Americans who get covered and stay covered.

That’s why Enroll America is excited to announce the launch of the Get Covered Plan Explorer.

Check out the embedded tool below (and click here to embed the tool on your own website):