**Offer health insurance benefits to your employees tax-free!**

*Businesses of any size can offer plans with more savings, cost control, and choice than traditional group plans.*

For the 2021 plan year, Peak Health Alliance is excited to introduce a new health insurance product for small business called “ICHRA” (pronounced ‘ICK-rah’). ICHRAs will allow businesses of any size to contribute an amount they determine, tax-free, to their employee’s health insurance premiums.

This is a fantastic benefit for a small business owner who can now offer health insurance as a recruitment and retention tool to both full time and part-time or seasonal workers. Businesses can determine the amount of the contribution, then the employee will use the individual marketplace to find a plan that fits their budget and situation best.

With an ICHRA, employers keep control of the cost, and employees get the choice and flexibility that a traditional group plan can’t offer—no more force-fitting everyone into a single group plan! Plus, employers can create groups of employees, within certain criteria, and offer different amounts to different types of employees. Employees can add dependents, and choose among the comprehensive, ACA-compliant plans available in the individual marketplace.

Today, some employers already contribute extra money for health insurance. But that is taxed as income. Not with an ICHRA. That, along with the potential to save significantly over the cost of a traditional group plan, is why we expect ICHRA plans to be very popular with our business community.

**Learn more at an upcoming workshop**

Join Peak Health Alliance and Leadville Lake County Economic Development Corp. on June 29 at 8:30am for employers to learn more about ICHRA, become familiar with how they work, and how they can get signed up for the 2021 plan year. There will also be time for questions and answers.

Questions? Contact Elise Neyerlin, Director of Outreach at Peak Health Alliance at 970-455-0381 or [elise@peakhealthalliance.org](mailto:elise@peakhealthalliance.org)

To learn more about ICHRA, please log on to peakhealthalliance.org/ichra

Peak Health Alliance is introducing a whole new way for businesses of any size to be able to offer health insurance to their employees in 2021! ICHRAs (pronounced ‘ICK-rah’) enable an employer to contribute a set amount to their employee’s health insurance premiums—tax-free! Employers decide the amount they wish to contribute, to full-time or part-time employees, while the employee gets to shop for and choose any individual marketplace plan that fits their and their family’s needs.

This helps keep cost controls in place for the employer, while the employee gets the security of a comprehensive health insurance plan with the flexibility and choice that traditional group plans simply do not offer.

**Learn more at an upcoming workshop presented by Peak Health Alliance:**

* June 29, 8:30am

Questions? Contact Elise Neyerlin, Director of Outreach at Peak Health Alliance at 970-455-0381 or [elise@peakhealthalliance.org](mailto:elise@peakhealthalliance.org)

To learn more about ICHRA, please log on to peakhealthalliance.org/ichra