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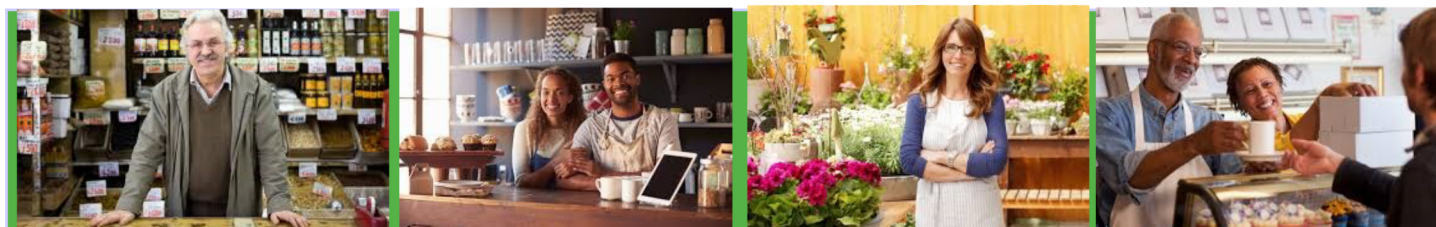
NEW ENGLAND  
BUSINESS ASSOCIATION  
CONNECT & GROW

present

# Health Connector For Small Business An Informational Session

Tuesday, March 5 (8 - 9:30 am)

Dean College Campus Center (99 Main Street, Franklin MA)\*  
Campanella Board Room



The Massachusetts Health Connector has a **new shopping platform for small business**. This new platform brings state-of-the-art tools to employers, brokers, and employees, making it easier than ever for small businesses to offer health insurance to their employees. Small businesses have the power to control costs and offer significant flexibility to employers and employees, in an easy-to-use-format.

## Benefits for Employers and Brokers

**It's Easy** for employers or their brokers to shop for and set up a plan. Employees can also quickly compare options and pick a plan.

**It's Flexible.** Employers can select a plan that best reflects the needs of their company as a whole. Some options allow employees to select from a range of plans to best meet their needs.

**It's Affordable** and makes costs predictable. Employers can set a "reference" plan by plan level or by carrier and see how much it will cost per month to offer coverage. Employees have the option of selecting from a variety of

plans that allows them to best manage their health care costs over the year.

## New Shopping Features

**One Plan:** the employer picks a plan and the level of company contribution, and all employees enroll in that plan.

**One Level:** the employer picks a plan and the level of company contribution, and the employees can choose among a range of carriers.

**One Carrier:** the employer picks a carrier and the level of company contribution, and employees can choose which plan from that carrier best meets their health care needs.



*Choose from a variety of plans offered by multiple providers!*

Connect Well saves you money. Qualifying employers who sign up for our Connect Well program can save money on their premium costs. Eligible companies can receive a 15% rebate on the amount they contribute to their employees' coverage, while also promoting a healthy lifestyle in their company.

\*Parking Available in Lot off of West Central Street

Event participation is complimentary;  
pre-registration required.

On-Line Registration:

[www.newenglandbusiness.org/events](http://www.newenglandbusiness.org/events):

For Questions contact:

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