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Health Insurance Options

For small businesses



CEI

Presented by:



Maine SBDC at USM

Christina Oddleifson, Senior Business Advisor
Christina.Oddleifson@maine.edu
207.780.4875



Coastal Enterprises Inc.

Cameron Monaghan, Workforce Solutions
Cameron.Monaghan@ceimaine.org
207.449.0254



Webinar Details



CEI

- This webinar is being recorded and will be posted on the SBDC YouTube channel
- You will be sent the slides from this presentation in a follow up email
- Please put questions in the chat, we will also have time at the end for questions



The Maine SBDC

No-cost, confidential business advising for aspiring and experienced Maine business owners

- Business Planning and Startups
- Business Transitions and Exits
- Credit and Financing
- Financial Analysis
- Marketing and Sales
- Operations Management

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Agenda

Importance

- Why health insurance matters for small businesses?

Options

- What are your options for health benefits?

Resources and Tools

- Next steps and more information



Importance

Why Health Insurance Matters

- Health benefits are key to attracting and retaining staff
- Smaller businesses are less likely to offer health benefits
- There are affordable options tailored towards the needs of small businesses



Health Benefit Options

- **Health Reimbursement Arrangement (HRA)**
- **Small Group Health Insurance**
 - **SHOP**



Health Benefit Options

Health Reimbursement Arrangement (HRA)



- Non-taxed reimbursement for employees to purchase health insurance
- Employer sets fixed amount that is contributed per employee
- Can be used on CoverME marketplace
- Can be used to pay for premiums of spouse's family plan

Health Benefit Options

Health Reimbursement Arrangement (HRA)

- Options are QSEHRA and ICHRA
 - some differences on maximum contributions and plan eligibility
- More flexibility than group health plan, no enrollment % requirements
- Control the cost, far cheaper than group health insurance plans
- QSEHRA Annual Limit
 - \$6,350 for individuals
 - 12,800 for employees w/ family



Health Benefit Options

Small Group Health Insurance Plan

- Traditional group health plans
- Primarily HMO or PPO
- Tiered by metal, bronze to platinum
- Acquired through insurance broker
- Can be quite expensive for small businesses
- To be eligible for a plan, you must have 75% participation of employees

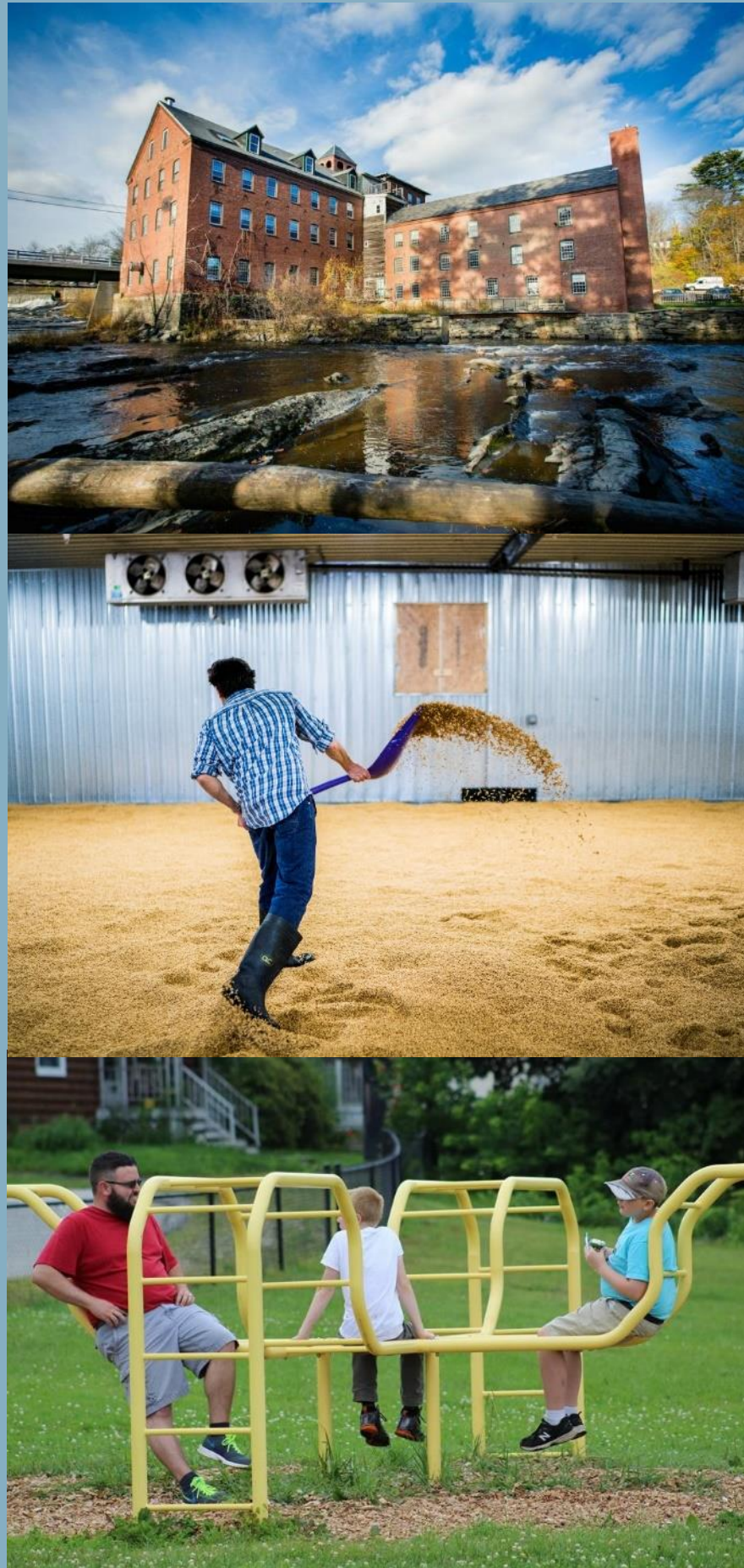


Health Benefit Options

Small Business Health Options Plan (SHOP)

- **Requirements**

- Have a primary business address within Maine
- Have at least one common-law employee
- Have 50 or fewer full-time equivalent (FTE) employees
- Offer coverage through SHOP to all full-time employees



Health Benefit Options

Small Business Health Options Plan (SHOP)

- Enrolling in SHOP can make you eligible for the Small Business Health Care Tax Credit
- SHOP Plans are a type of small group health insurance
- Only Community Health Options offers SHOP plans that qualify for the tax credit-
- To select a SHOP plan, reach out to an insurance broker



Resources and Tools

CoverME Tools:

- [Maine Small Business Coverage Tool](#)
- Compare HRA, Small Group Insurance, and Raises
- Enter Zip Code, employee information, and how much you want to contribute monthly per employee
- See a summary of the costs for each option

Small Business Coverage Tool

Helping your workers afford health insurance

This tool helps small businesses in Maine to explore options for helping employees afford health insurance. It estimates the costs of these options:

- Offering health coverage through small employer health insurance plan (also known as 'Small Group' health insurance).
- Offering a benefit called a Health Reimbursement Arrangement (HRA) that employees can use to buy insurance on Maine's [CoverME.gov](#) Individual & Family Marketplace
- Raising wages

This tool doesn't capture many factors that impact eligibility and costs. These include other household members, additional income, specific employee locations, and access to other types of health coverage (for example, coverage from a spouse).

If you are interested in offering an HRA or Small Business Health Insurance, a Broker can help. [Find a Broker](#)

Continue

Resources and Tools

CoverME Tools:

- [Maine Plan Comparison Tool 2025](#)
- Compare individual plans that can be purchased after an HRA is created
- Enter Zip Code, information about yourself/your family
- See a summary of the costs for each option

2025 Health Plan Comparison Tool for Individuals and Families

Choosing health insurance is a tough job. We make it easier by comparing all the plans you're eligible to join in three easy steps.

- **Step 1: Fill out your coverage profile.** We'll ask you a few questions to find the right plans and estimate out-of-pocket health care costs.
- **Step 2: Compare health plans.** Review key plan facts like premium, deductible, out-of-pocket costs, and more.
- **Step 3: Select a plan.** When you've decided which health plan you want, you can view detailed instructions on how to enroll.

Enter your ZIP code

Ex. 04101



By using this tool, you agree to the [Terms of Use](#)

Start Looking for Plans

Resources and Tools

Small Group Health Calculator:

- [2025 Merged Market Rate Calculator](#)
- Enter county, number of employees, and their ages
- Will show you a chart of all the available group health plans, along with their monthly cost

2025 Merged Market Rate Calculator

Please enter whether you are an individual/family or small group

Small Group

Please Enter Your Group Information

Please select the county you work in: Cumberland

How many group members and dependants will be rated: For rating purposes only count and enter the 3 oldest children in each family. 7

Please Enter Ages

Family Member 1: 40

Family Member 2: 51

Family Member 3: 31

Family Member 4: 59

Family Member 5: 38

Family Member 6: 22

Family Member 7: 46

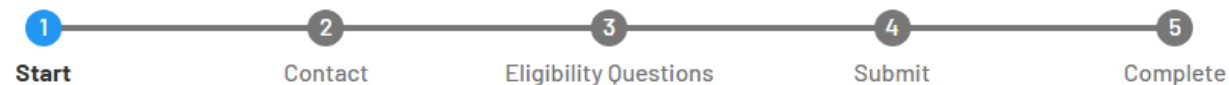
[Click Here to Calculate Rates](#)

Resources and Tools

SHOP Eligibility Tool:

- [SHOP Eligibility | CoverME.gov](#)
- Use to determine if your business is eligible for SHOP
- IRS determines eligibility for the small business health care tax credit

SHOP Eligibility



To enroll in health insurance through the Small Business Health Options Program (SHOP), your business or organization must:

- Have a primary business address within Maine
- Have at least one common-law employee
- Have 50 or fewer full-time equivalent (FTE) employees
- Offer coverage through SHOP to all full-time employees

This form will determine your eligibility to purchase SHOP coverage. The Internal Revenue Service determines eligibility for the small business health care tax credit. For more information, please visit www.irs.gov/affordable-care-act/employers/small-business-health-care-tax-credit-and-the-shop-marketplace.

[Next page](#)

Resources and Tools

More Resources:

- [Health Insurance for Small Businesses | PFR Insurance](#)
- [Employer Quick Quote](#)
- [Find Brokers/Assisters Near You | CoverME.gov](#)
- [Information for Small Businesses | CoverME.gov](#)
- [How to offer SHOP health insurance to your employees | HealthCare.gov](#)
- [Small Business Health Care Tax Credit and the SHOP Marketplace | Internal Revenue Service](#)
- [Health Reimbursement Arrangements \(HRAs\): 3 things to know](#)

Questions and Contact

What questions do you have?

Email me if you want more info:

Cameron.Monaghan@ceimaine.org

Phone Number: [207.449.0254](tel:207.449.0254)

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www.mainesbdc.org

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207-780-4420