

Steps for Employers to Enroll in the SHOP Marketplace

In most states, small businesses with 1-50 employees can visit HealthCare.gov to apply and enroll in health coverage through the Small Business Health Options Program (SHOP) Marketplace, during any month of the year.

If your business is in a state **that isn't** running its own SHOP Marketplace, use HealthCare.gov to enroll. Select APPLY NOW for your state, then follow the steps below.

If your business is in a state **that's** running its own SHOP Marketplace, follow your state's application and enrollment process. Visit the [small business employer's page](#) on HealthCare.gov and select your state from the drop down menu.

1

Create an account

- Create username and password on HealthCare.gov.
- Create security questions.
- Complete profile.
- Verify identity.
- Assign an agent or broker to your account to complete remaining steps (optional).

2

Verify eligibility

- Enter employer and contact information.
- Verify you meet all SHOP Marketplace requirements.
- Enter employee information.
- Review and sign application.
- Get an eligibility confirmation.

3

Create enrollment criteria

- Set enrollment period.
- Set the effective date of coverage.
- Select new employee waiting period.
- Decide how to offer coverage.
- Set your premium contribution.
- Select coverage.

4

Enroll employees

- Tell employees about coverage offer.
- Track employee participation.

5

Submit application

- Review your application.
- Sign the SHOP Marketplace user agreement.
- Submit application.
- Pay your first month's premium.

