

SHOP Landscape PacAdvantage Experience

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Lessons Learned – PacAdvantage

The “To Do” list for successful Voluntary Exchanges

- **Create the Value Proposition**
 - Choice of Plans for employees
 - Significant Tax Credits for Small Businesses
(only available in the SHOP and for 2 yrs)
- **Be a Sales Focused Organization**
- **Avoid Adverse Selection**
- **Guard against Unrealistic Expectations**
- **Understand Plan Motivation**

Understanding Health Plan Motivation in the Small Group Mkt

1. Plans want the Whole Enchilada
2. Plans fear Cannibalization
3. Plans are the Bigger Bully

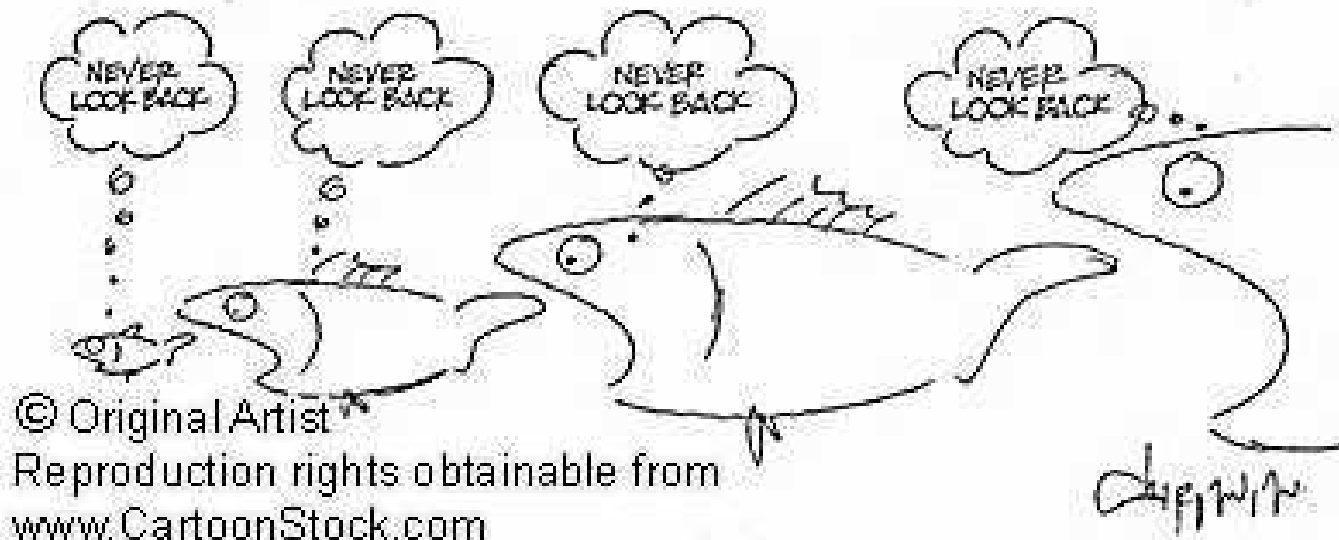
Plans want the Whole Enchilada

Don't want "sliced" business



Plans Fear Cannibalization

Won't want to lose current block of business
to SHOP



Plans are the Bigger Bully

SHOP won't be bigger than Plans current block of business



Best Practices from PacAdvantage

- Follow the Market Rules and Practices
- Establish strong positive relationships with agents/brokers AND General Agencies
- Establish strong positive relationships with health plans
- Deliver outstanding service to customers
 - Small Business Owners and Employees
 - Agents/Brokers and General Agencies
 - Participating Health Plans