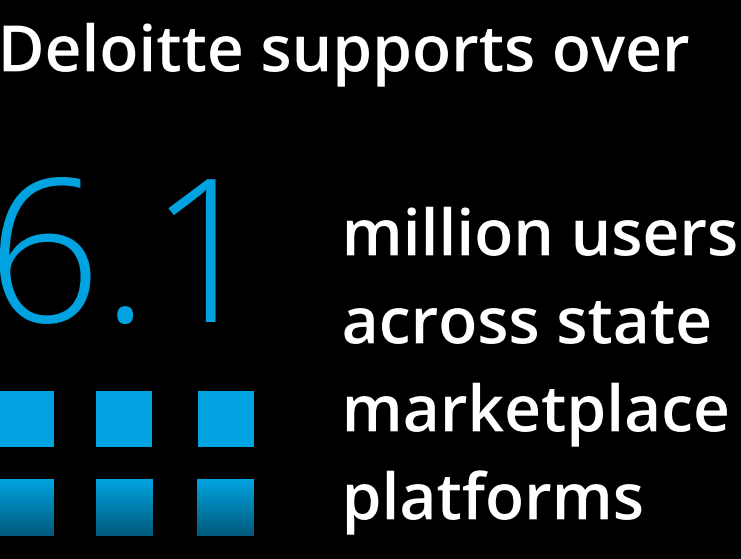
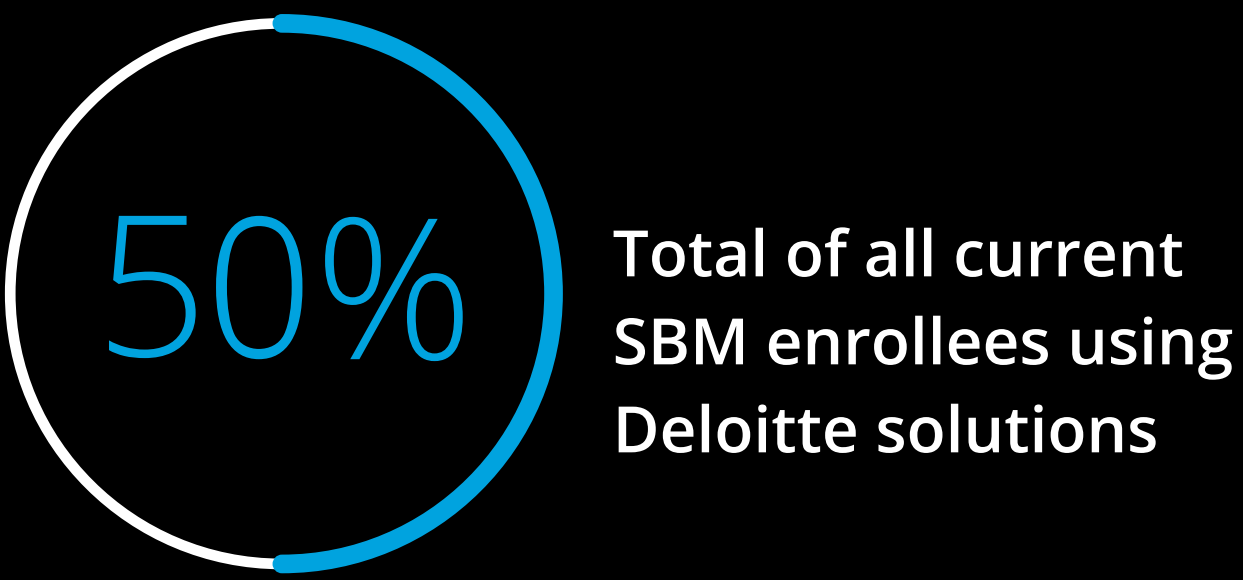


Customize *care* for your state

Deloitte HealthChoice is a tech-enabled accelerator for state agencies to develop their own health insurance marketplace (SBM). Our wide range of capabilities enable individuals or families across the state to **choose** from a variety of eligible plan options that align with their unique healthcare needs and financial situations.



Make the move to a *state-based* marketplace

Launch applications faster with market-ready technology and support

POLICY, PROGRAM, AND PLAN MANAGEMENT

End-to-end strategic support—from design to ongoing coordination with federal government for approval

COMPREHENSIVE TECHNOLOGY SOLUTION

Flexible, highly-customized capabilities to determine eligibility and accelerate member enrollment

CUSTOMER SUPPORT AND CONTACT CENTERS

Full-service digital contact centers and staff training to advance the adoption and success of your marketplace

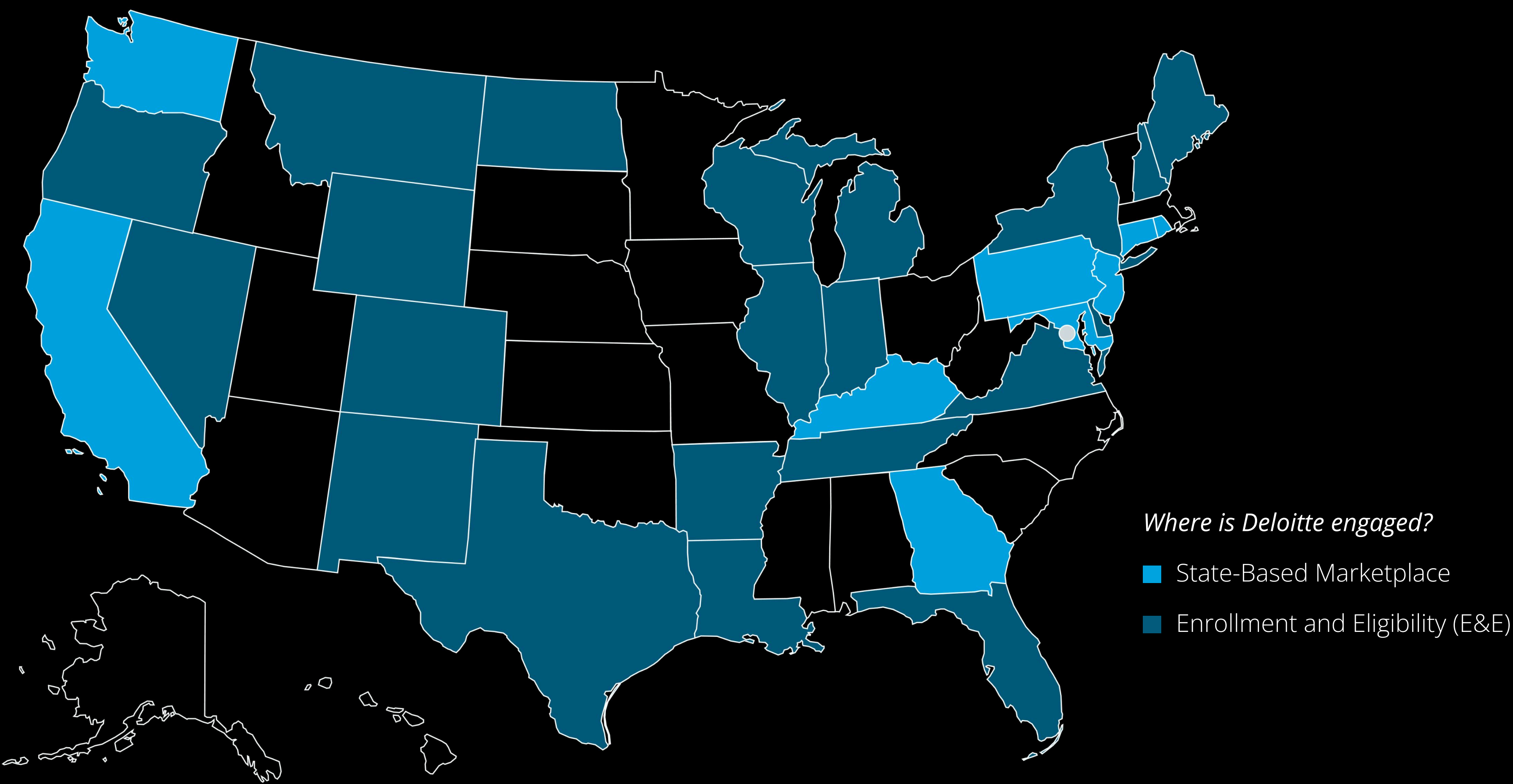
PUBLIC OUTREACH AND MARKETING

Data-driven outreach campaigns to engage new state regions and drive higher enrollment

Elevate impact through *dynamic technology*

The rate of residents insured is 20% higher with state-based marketplaces<sup>1</sup>

1 - National Academy for State Health Policy (NASHP), June 2020



INCREASED FLEXIBILITY

Incorporate state or region-specific coverage options into plan shopping and personalize the provider directory

HIGHER ENROLLMENT

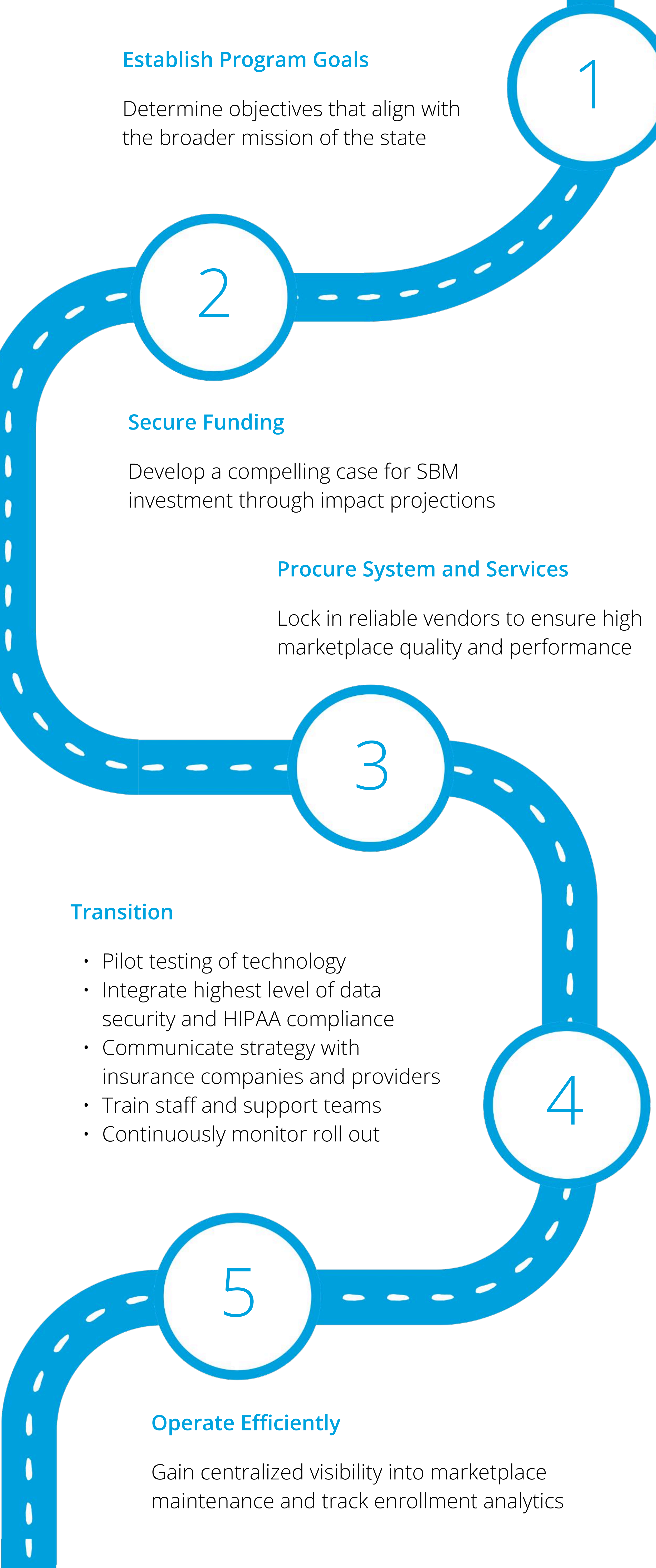
Revamp outreach programs to appeal to residents in various geographic areas and reduce the uninsured rate

NEW REVENUE STREAM

Retain millions in marketplace fees each year and reinvest in preventative care, outreach, or wellness programs

Start the *journey* to SBM

Deloitte collaborates with you every step of the way



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