

New Spanish-Language Website Walks Entrepreneurs Through Ins and Outs of Health Coverage as Insurance Marketplaces Set to Open Oct. 1

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Online resource provides pertinent details about healthcare market and new law in Spanish, much of it translated for the first time; gives entrepreneurs step-by-step information on navigating healthcare market as health insurance marketplaces open Oct. 1

Washington, D.C.—Today, Small Business Majority unveiled the Health Coverage Guide in Espanol, or Guia de Cobertura de Salud (<http://espanol.healthcoverageguide.org/>), an online resource that provides small business owners with objective, step-by-step information on how to navigate the healthcare market and the new state insurance marketplaces set to open Oct. 1, 2013.

The healthcare landscape has shifted tremendously as the market adjusts to provisions of the Affordable Care Act, signed into law in March 2010, and which goes into full effect Jan. 1, 2014. Much of the Guia de Cobertura de Salud, which details provisions of the insurance market and the new healthcare law pertinent to small businesses, has been translated into Spanish for the first time. The site walks small business owners through the complex terminology, laws and options of the health insurance marketplace and helps them determine if offering insurance to their employees is financially feasible. It will also help them narrow down the types of plans best suited to their needs and covers federal and state healthcare laws all entrepreneurs should be aware of. It is intended solely for informational use. Small Business Majority does not endorse a particular plan type, broker or carrier.

“The United States Hispanic Chamber of Commerce applauds the Small Business Majority’s visionary effort to provide this much-needed online tool to the tens of thousands of uninsured Hispanics slated to benefit from the Affordable Care Act,” said Javier Palomarez, President & CEO of the USHCC. “The USHCC has been a vocal advocate of ACA, and we are proud to support initiatives that educate and empower America’s small businesses and workers, specifically those that provide useful tools that increase their knowledge on how ACA will impact their lives.”

The coverage guide has four main sections that cover:

- Frequently asked questions about state insurance exchanges, opening for business on Oct. 1, and how the Affordable Care Act impacts small businesses now and in 2014 when the law is fully implemented.
- The main issues to consider when deciding if it’s affordable to purchase health insurance for employees.
- Steps to follow if employers decide to purchase coverage, plus alternative healthcare options to suggest to employees if group coverage is financially out of reach.

- **Tools such as a tax credit calculator, which estimates how much federal healthcare tax credit employers qualify for.**

"As the Affordable Care Act continues bringing changes to the nation's healthcare system, it's essential to disseminate clear, objective information not only about the new law but about the system in general to help small business owners understand their coverage options," said Small Business Majority CEO John Arensmeyer. "There are 2.3 million Latino-owned small businesses in this country, and it's imperative those whose preferred language is Spanish have a resource they can use to understand the ins and outs of this law. We hope the Guia de Cobertura de Salud becomes a useful resource for them."

Visit the coverage guide at <http://espanol.healthcoverageguide.org/>.