

Unlocking Success in State-Based Marketplaces



Expanding a Medicaid and Medicare centered health plan into the ACA within an SBM state in under 5 months

The Challenge: Enrolling individuals for OE 24 in a SBM state

A regional health plan, specializing in Medicaid and Medicare offerings with approximately 300,000 members, recognized an opportunity for growth.

To reach an untapped market and mitigate risk, the plan looked to enter the ACA in one State-Based Marketplace (SBM) state where it already had an established presence.

The plan set an ambitious timeline to enter the ACA market, targeting enrollment for Open Enrollment 2024 (OE 24).

The key? A comprehensive Marketplace Cloud solution encompassing shopping, eligibility/enrollment, premium billing/payment, and program administration.

The Results: A smooth entry into a SBM in under 5 months with plans for future expansion

With Softheon's expertise and infrastructure, the health plan was primed to go live and onboard members in the SBM state within just 5 months, right on target for OE 24.

Encouraged by this successful ACA deployment, the plan now plans to enter other SBM states in 2025. With a tried-and-tested model in place, Softheon's infrastructure easily **pivots to the needs of other SBMs, at scale.**

Navigating the intricacies of SBMs requires state-specific expertise. **You don't just need a technology partner; you need one with a proven track record in the state you're targeting.**

How the plan navigated their SBM entrance:

- Adherence to state-specific enrollment and reconciliation processing rules
- Adapting to EDI testing and naming conventions
- Building tailored marketing and member outreach
- Continuously adapting to ever-evolving SBM policies

Why health plans choose Softheon to expand in SBMs

Partnering with
100+ Licensed Carriers

Providing Expertise for Carriers
Across **18 Out of 18** SBMs

Overseeing Operations
for **2** SBMs



Oregon's Moving to a State-Based Marketplace. Softheon Makes it Simple.

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