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**NEWS RELEASE  
For Immediate Release**

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**Arkansas Health Insurance Marketplace  
Launches State-wide Survey**

LITTLE ROCK, ARK. (September 19, 2014) The Arkansas Health Insurance Marketplace Board decided at its September meeting to form a state-based health insurance exchange. The Board elected to establish a state-run health insurance exchange for small businesses in 2015 for coverage beginning in 2016 and an individual market state-run health insurance exchange in 2016 for coverage beginning in 2017.

Also in line with the Board's decision, the Arkansas Health Insurance Marketplace has launched a state-wide survey to obtain information on how the state-based marketplace can best assist businesses and individuals in accessing health insurance. The goal of the survey is to gather perspective on how a new state-based health insurance exchange can provide improved service to the people of Arkansas.

The survey is being conducted by mail, online and by telephone to randomly-selected Arkansas homes and businesses.

Arkansas Health Insurance Marketplace Executive Director Cheryl Smith stated, "We want input from all interested parties in this process." Smith said, "We believe a health insurance exchange built by Arkansans for Arkansans will provide the best solution and this input is critical."

Individuals, businesses and licensed insurance agents are invited to participate in the survey. The survey can be accessed at [www.cicerogroup.com/surveyahim](http://www.cicerogroup.com/surveyahim).

Survey results will be published on the Arkansas Health Insurance Marketplace website at the completion of the study.

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**Background:** Act 1500 of the 2013 Regular Session of the 89<sup>th</sup> Arkansas General Assembly created the Arkansas Health Insurance Marketplace to establish a private, nonprofit, health insurance marketplace for Arkansas. For more information, visit [www.arhim.arkansas.gov](http://www.arhim.arkansas.gov).