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## **Florida Health Choices Offers Full Health Insurance for Individuals and Families**

**- Shop. Compare. Enroll. at [MyFloridaChoices.org](http://MyFloridaChoices.org) -**

(Tallahassee, Fla.) – Floridians seeking comprehensive health insurance will have a brand new option for shopping for affordable coverage online beginning Monday, Jan. 5. Florida Health Choices CEO, Rose Naff, today announced FHC’s new online marketplace, where residents of the Sunshine State can shop, compare and enroll in plans that offer essential health benefits such as doctors’ appointments, hospital stays, trips to the Emergency Room and prescriptions. Simply visit [www.MyFloridaChoices.org](http://www.MyFloridaChoices.org) and click “Shop for Plans”.

“Florida Health Choices is thrilled to offer an online health insurance marketplace for individuals and families who live in Florida,” said Naff. “Whether you are coming off your parents’ plan or simply want to start the New Year with affordable coverage, we have a plan that is right for you.”

Plans start as low as \$92 per month. By answering basic questions, such as your age and zip code, you can browse anonymously through the options and compare plans side by side.

Chair of the Florida Health Choices Board of Directors and former State Senator Durell Peaden stated, “For some shoppers, it is all about the monthly premium. For others, it is about your own doctor or hospital being in the network or the amount of out-of-pocket costs you are expected to pay. The beauty of the Health Insurance Marketplace is that you customize your search based on the things that are most important to you. Once you find the plan you want, you can enroll online or chat with one of our agents.”

The Health Insurance Marketplace is a one-stop shop for insurance that you can tailor to fit your budget. In addition to getting the coverage you need, plans offered can help you avoid the health care penalty at tax time. For 2015, the fine is the greater of \$325 per person or 2 percent of your yearly household income.

Timing is crucial for the uninsured who want to avoid the rising penalties. Open enrollment ends Feb. 15, so Floridians who plan to shop for insurance should visit the Health Insurance Marketplace website soon.

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### **About Florida Health Choices**

Florida’s Health Insurance Marketplace and Florida Health Choices, Inc. were established by the Florida Legislature to provide improved access to affordable, quality health care for residents statewide. For more information, visit [www.MyFloridaChoices.org](http://www.MyFloridaChoices.org) or find us on [Facebook](https://www.facebook.com/FloridaHealthChoices).