

# Health Insurance Options

## MEDICAID VS. MARKETPLACE VS. EMPLOYER-SPONSORED MEDICAL PLAN

Navigating health insurance options can feel overwhelming, but understanding each is key to securing the best care for you and your family. ***This comparison guide breaks down the essential differences*** between Medicaid, the Health Insurance Marketplace, and Employer-Sponsored Medical Plans.



|                         | STATE-SPONSORED<br>MEDICAID                                                                                              | HEALTH INSURANCE<br>MARKETPLACE                                                                                                                   | EMPLOYER-SPONSORED<br>MEDICAL PLAN                                                                                                     |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Who<br>It's For         | <ul style="list-style-type: none"><li>• <b>Low-income</b> individuals &amp; families</li></ul>                           | <ul style="list-style-type: none"><li>• Individuals &amp; families <b>without employer coverage</b></li></ul>                                     | <ul style="list-style-type: none"><li>• <b>Employees &amp; their families</b></li></ul>                                                |
| Key<br>Features         | <ul style="list-style-type: none"><li>• Low/no cost, <b>comprehensive benefits</b></li></ul>                             | <ul style="list-style-type: none"><li>• Income-based <b>financial help</b> available</li></ul>                                                    | <ul style="list-style-type: none"><li>• Employer often contributes to costs</li><li>• <b>Convenient</b> payroll deductions</li></ul>   |
| How to<br>Enroll        | <ul style="list-style-type: none"><li>• Apply anytime <b>through your state</b></li></ul>                                | <ul style="list-style-type: none"><li>• <b>HealthCare.gov</b> during Open Enrollment</li></ul>                                                    | <ul style="list-style-type: none"><li>• <b>Through HR</b> during Open Enrollment</li></ul>                                             |
| Enrollment<br>Deadlines | <ul style="list-style-type: none"><li>• Apply <b>year-round</b></li><li>• Special Enrollment Periods may apply</li></ul> | <ul style="list-style-type: none"><li>• <b>Open Enrollment:</b> Nov 1st - Jan 15th</li><li>• Special Enrollment Periods for life events</li></ul> | <ul style="list-style-type: none"><li>• <b>Check with HR</b> (typically fall)</li><li>• Special Enrollment Periods may apply</li></ul> |
| Maximize<br>Coverage    | <b>UNDERSTAND YOUR PLAN</b><br>Familiarize yourself with your plan's details.                                            | <b>STAY IN-NETWORK</b><br>Whenever possible use providers and facilities in the plan network.                                                     | <b>USE PREVENTIVE CARE</b><br>Most plans cover preventive services. Take advantage!                                                    |
| Minimize<br>Costs       | <b>REVIEW REGULARLY</b><br>Your health needs and financial situation can change.                                         | <b>GENERIC PRESCRIPTIONS</b><br>Ask your doctor about generic alternatives for medications.                                                       | <b>HSAs &amp; FSAs</b><br>If offered, contribute to these tax-advantaged accounts.                                                     |

This publication has been prepared by TrueNorth Companies, L.C and is intended for informational purposes only. This publication should not be considered medical advice. Transmission of this publication is not intended to create and receipt does not constitute, a client relationship with TrueNorth Companies L.C. This publication does not constitute any type of representation or warranty, and does not constitute, and should not be relied upon as, legal advice. This publication is not a contract and does not amend, modify or change any insurance policy you may have with an insurance carrier. © 2026 TrueNorth Companies, L.C. All rights reserved.  
Sources: [healthcare.gov](https://www.healthcare.gov), [medicaid.gov](https://www.medicaid.gov), [truenorthcompanies.com/business-solutions/benefits](https://www.truenorthcompanies.com/business-solutions/benefits)

Brought to you by:



319-364-5193

[info@truenorthcompanies.com](mailto:info@truenorthcompanies.com)