

# Health Tradition Health Plan: Health Tradition to stop offering individual health plans in 2018

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Health Tradition Health Plan announced today that it will no longer offer individual health plans in 2018. Additionally, the Plan will no longer offer small employer group health plans on the Small Business Health Options Program (SHOP/healthcare.gov) in 2018. Many national and regional health plan companies have exited the Exchange Marketplace over the past two years due to financial risk and uncertainty about the ACA's future. Health Tradition Health Plan will concentrate on continuing to provide commercial insurance for Western Wisconsin-based employers, and will continue to provide coverage for individuals through 12/31/2017.