



## GoHealth Expands Technology Team With Acquisition of Creatix

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CHICAGO, IL—(Marketwired – September 01, 2015) – [GoHealth](#), announces today the acquisition of the Chicago-based, interface design and software development company, Creatix. The deal is expected to further strengthen GoHealth’s technical team and accelerate innovation in the health insurance digital space. GoHealth, which powers a world-class health insurance technology platform that services insurance carriers, agents, and consumers, experienced rapid growth in recent years. To meet the demand for GoHealth’s products and services, GoHealth began using the Creatix Team for design and development needs. The successful working relationship prompted the acquisition.

“We have a long-term relationship with Creatix, and they have continued to produce exceptional results for GoHealth,” said Brandon Cruz, President and Co-Founder of GoHealth. “It makes sense to formally combine the teams to increase resources and further strengthen our overall product development capabilities in the rapidly evolving healthcare marketplace.”

“The health insurance industry is thirsty for innovative technology,” said Clint Jones, CEO of GoHealth. “The Creatix team has the technological know-how to match our existing team of developers and together we can drive positive change throughout the industry.”

Creatix is a full-service digital product development firm with 35 employees. It serves clients ranging from Fortune 500 companies to newly minted start-ups. In addition to fulfilling software development needs for GoHealth, Creatix will continue to strengthen their offerings and grow its client base independent of GoHealth while operating under the Creatix name.

“This capitalization provides a platform for accelerated growth. Our focus still remains on growing our team and focusing on the quality of delivery on a larger scale,” said David Jelinek, CEO of Creatix. “We are all excited about new opportunities to provide even more value to our clients, to work on cool projects, and bleeding-edge technology,” said Kamil Krauspe, CTO of Creatix.

### **About Creatix:**

Creatix is a Chicago-based digital product design and development firm. Creatix helps organizations bring innovative mobile and web-based software products to market as well as realize new value from existing products. From ideation to requirements to launch, Creatix offers its clients proven experience in supporting the complete digital product life cycle. Our focus is on ideation, strategy, user experience architecture, usability, user interface design, development and execution of these across the entire digital ecosystem. Visit Creatix at [www.thinkcreatix.com](http://www.thinkcreatix.com)

### **About GoHealth:**

As a leading health insurance marketplace, GoHealth’s mission is to improve access to healthcare in America. Enrolling in a health insurance plan can be confusing for customers, and the seemingly small differences between plans can lead to significant out-of-pocket costs or lack of access to critical medicines and even providers. GoHealth combines cutting-edge technology, data science and deep industry expertise to match customers with the healthcare policy and carrier that is best for them. Since its inception, GoHealth has enrolled millions of people in Medicare and individual and family plans.