



ADP Partners With GoHealth to Launch Private Exchange

August 10, 2015

GoHealth, a leading private health insurance Exchange for individuals and families, today announced a strategic partnership with ADP®, a leading global provider of Human Capital Management (HCM) solutions. As a result, GoHealth will play an integral part in the new technology enabled ADP Private Exchange, a technology-based private Exchange that is integrated with workforce management systems.

The goal of this partnership is to help employers update their health benefits packages in the era of the Affordable Care Act — maximizing cost savings and adapting to compliance requirements while providing value to employees. Together, ADP and GoHealth will offer a solution for the growing number of employers interested in non-group health benefits solutions, which can help reduce high health care costs.

“The ACA has tremendously impacted employer health benefits, particularly for those organizations with a substantial part-time workforce. Many employees are unaware they may be eligible to enroll in health insurance through the public Marketplace with federal tax subsidies that make coverage more affordable. Our partnership with ADP is designed to enable employers to support their part-time workforce with free resources to help employees select the right health insurance plan and apply for subsidies to maximize their savings,” said Clint Jones, CEO of GoHealth.

“We are excited to extend our enrollment capabilities to employers across the country looking for innovative benefit solutions. Through this strategic partnership, ADP can provide digital tools and services to its broad range of clients with part-time, contract, and temporary workers who may benefit from enrolling in a private or public Marketplace health plan,” said Brandon Cruz, President of GoHealth.

GoHealth will enable employees of ADP Private Exchange clients to easily compare prices and benefits online from the nation’s top insurance carriers, apply for federal subsidies that can lower the cost of health insurance, and obtain free one-on-one enrollment support from GoHealth’s licensed insurance agents — all on one enrollment platform.

“We saw the need to incorporate a public Marketplace solution after hearing feedback from our employer clients who are adjusting to requirements of the Affordable Care Act,” said Gerry Leonard, President, ADP Benefits Services. “We recognized GoHealth as the ideal partner to develop such a solution due to its leadership as the first Web broker to integrate with the federal Marketplace and its nationwide success helping consumers enroll in subsidized health insurance. Leveraging GoHealth’s expertise, we are able to help our clients develop an innovative health insurance Exchange strategy that provides valuable resources to employees.”

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.