GoHealth and Benaissance Announce Partnership to Give COBRA-Eligible Population Greater Choice

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The nation's leader in SaaS (software as a service) billing and payment processing for health insurance premiums, Benaissance®**, is teaming up with GoHealth, which powers a leading private insurance exchange for individuals and families, to provide greater health insurance options and education for employees who have experienced a job loss or other qualifying event.**

GoHealth and Benaissance® announce plans to bring the GoHealth Marketplace to Benaissance's COBRApoint® platform which provides access to benefits for millions of COBRA-eligible and retiree consumers. The partnership provides consumers with enrollment support, giving them the option of continuing their health insurance through COBRA or enrolling in a new individual Marketplace health plan–putting the consumer in the driver's seat.

The GoHealth Marketplace provides education and accessibility to a wide range of individual insurance options and allows consumers to compare benefits from the nation's top insurance carriers, apply for subsidies (to reduce health insurance premiums and out-of-pocket expenses), and enroll in an individual health insurance plan. GoHealth also provides decision support tools and guidance from licensed insurance advisors to make the process easier and worry-free.

Chief Strategy Officer at Benaissance, Mark Waterstraat, explains how the GoHealth Marketplace meets the needs of employers and employees in the shifting health care environment.

"Health insurance benefits are more consumer-centric than ever before. Employers desire to align benefits that meet the needs of individuals. We believe COBRA will always have a place for employees experiencing work and life transitions. For example, an employee who desires to keep their current coverage because they have met a deductible. Our new relationship with GoHealth provides a trusted alternative to COBRA and is less intimidating than going to the open market alone to secure coverage. GoHealth is an industry leader and we trust them to provide a great experience for any of our customers exploring their health insurance options."

"We recognize in today's insurance marketplace, COBRA may not be the best solution for everyone," says Clint Jones, chief executive officer at GoHealth. "Today's consumers have choices and if they choose to seek benefits outside of COBRA, we will be ready with our robust, user-friendly, health insurance marketplace. Through this partnership, our goal is to give COBRA-eligible consumers the very best experience and connect them with subsidies that could ease some of the financial strain these individuals may be experiencing."

Benaissance
Benaissance is the trusted financial management partner for health benefits administration. We pioneered the industry's leading ExchangePoint and COBRApoint Software as a Service ("SaaS") solutions for individual single-point and consolidated group premium billing. Together, these two solutions deliver highly efficient and scalable billing and payment solutions with easy-to-understand billing and convenient payment options—for tens of thousands of US employers and millions of American families through private exchanges, state-based marketplaces, and over 100 health plan and TPA customers. To learn more about Benaissance, please visit our website or contact Carrie Messinger, Director of Corporate Communications, at 402-991-3947 or marketing@benaissance.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.