



## GoHealth and Evolution1 to Present Insights at Defined Contribution Webinar

March 17, 2015

UPDATE: A recording of the webcast can be viewed online by clicking [here](#).

GoHealth is teaming up with award-winning Evolution1 – a WEX Company – a leading provider of cloud-based, consumer-directed healthcare and defined contribution payments and technology solutions – will present an upcoming complimentary webinar titled “The Power of the Consumer: Developing a Defined Contribution & Private Exchange Strategy” at 2 p.m. ET Wednesday, March 18.

You can register for the webinar at [www.fiercehealthpayer.com/offer/evolution1\\_march2015?source=Evolution1](http://www.fiercehealthpayer.com/offer/evolution1_march2015?source=Evolution1).

Co-presenters Scott Sullivan, senior vice president of sales and business development at GoHealth, and Jeff Bakke, chief strategy officer at Evolution1, will discuss the factors driving the shift to defined contribution models, as well as engagement and member retention. They’ll also provide insights on how member-driven models are being leveraged successfully.

Bakke and Sullivan will review highlights from the second annual Healthcare Benefits Trends Employer Survey conducted by the Healthcare Trends Institute, including an exclusive point of view on the adoption and use of defined contribution and insurance exchanges. Additionally, they will share insights about how employers across the country are preparing for impending reform legislation, including the 2016 health insurance mandate and the 2018 Cadillac tax.

“The health insurance industry is undergoing an exciting paradigm shift to a consumer-driven health model. A defined contribution platform married to a proven exchange works, and more employers are recognizing this as a viable benefits solution,” said Sullivan. “As consumers take greater control of their health benefits, there is a growing need for education and engagement. That is why health management platforms with online pricing tools, quality comparison capabilities, and telemedicine are more important than ever.”

“In order to both protect existing customers and capitalize on the growing defined contribution private insurance exchange opportunities, employers need solutions that go well beyond rudimentary enrollment platforms and legacy consumer directed health account solutions,” said Bakke. “To be successful, it is imperative that health plans, third party administrators, financial institutions – and all healthcare partners, for that matter – decide what their role is going to be and how they are going to participate, ultimately providing solutions that deepen the relationships with customers and their employees.”

Registration for the webinar is at [www.fiercehealthpayer.com/offer/evolution1\\_march2015?source=Evolution1](http://www.fiercehealthpayer.com/offer/evolution1_march2015?source=Evolution1).

### **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.