



GoHealth Partners with Empowered Benefits to Connect Employees with Quality Health Insurance

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Chicago, IL (July 17, 2014) – GoHealth, the nation's leading online exchange for individuals and families to compare and shop for health insurance, is pleased to announce a strategic partnership with Empowered Benefits, a trusted private exchange platform. This partnership will provide individual health insurance enrollment support to part time employees of Empowered Benefits' clients. This move is part of GoHealth's business strategy to provide individual organizations with customized benefits solutions.

Through this collaboration, GoHealth will power private health insurance exchanges tailored for part time employees shopping for individual health coverage. Using GoHealth's integrated enrollment platform, individuals can easily compare prices and benefits online from the nation's leading insurance carriers and obtain one-on-one enrollment support from GoHealth's Licensed Health Insurance Advisors. Employees can also apply for and utilize tax subsidies that lower the cost of health insurance. The partnership gives employees shopping for individual health insurance greater choice, flexibility, and support when enrolling in a health insurance plan.

"Many of our employer groups also have part time employees who might qualify for government subsidies and can shop for individual health insurance under the Affordable Care Act," said Gaston Gage, CEO of Empowered Benefits. "GoHealth is a leader in the insurance eCommerce space and by partnering with them Empowered Benefits is leading the market with an exchange strategy that delivers for both group and individual health insurance enrollment."

"Through our partnership with Empowered Benefits, we are well-positioned to extend our enrollment platform to employers across the country," said Scott Sullivan, Senior Vice President of Sales and Business Development at GoHealth. "GoHealth has evolved with the health insurance industry and is ready to meet the growing demand for private insurance exchanges."

About Empowered Benefits

BeneFit™Marketplace, the private exchange platform from Empowered Benefits™, has been designed to give our partners and clients the ability to provide customers with more choices for their families and a better way to shop for benefits. From consumer-driven to BenAdmin to today's private exchange, we have been building and perfecting online tools since 2000. Today millions of employees use the Empowered Benefits platform and it is the preferred choice for corporations, carriers and brokers alike. Enterprise class software and ease-of-use are compatible. For more information visit <https://www.empoweredbenefits.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.