GoHealth Exceeds Expectations During First Health Insurance Open Enrollment Period

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Chicago, IL (April 1, 2014) – GoHealth, the nation's leading private online exchange for individuals and families to shop and compare health insurance plans, made substantial contributions to the expansion of health coverage in America during the open enrollment period under the Affordable Care Act. GoHealth fulfilled a high demand for health insurance, enhanced the shopping experience, and launched the first, private, nationwide, direct enrollment process.

Enrollment Data

Preliminary reports show that GoHealth more than tripled the number of health insurance enrollments than it projected for open enrollment. GoHealth was pleased to recruit its ancillary team of licensed insurance advisors as the demand for health insurance spiked. Consumer interest in health insurance through GoHealth increased tenfold from the beginning of March to the end of March.

“”Each enrollment represents a person or a family that is now connected with quality health insurance,”” says Clint Jones, CEO of GoHealth. “”At GoHealth, we feel privileged to have helped so many consumers protect their finances and well-being.””

The percentage of people who paid their first month's premium ranges from 65 percent to 90 percent, varying among states and insurance carriers. This range applies to enrollments submitted by February 15. GoHealth believes this is an early indication of consumers' satisfaction with their chosen health plan and a reflection of GoHealth's ability to recommend plans that fit consumers' budgets and needs.

Since GoHealth began enrolling Americans in on-exchange plans in November, the average age of enrollees decreased by approximately eight years. The segment of enrollees aged 18-34 experienced the most drastic increase during open enrollment.

Enhanced User-Experience

During open enrollment, GoHealth fine tuned its enrollment process to create a faster and more user-friendly shopping experience, and streamlined its process enabling Americans to select a health plan in as little as 20 minutes. It launched a mobile-optimized site allowing consumers to shop for insurance from the palm of their hand and removed the requirement of sharing personally identifiable information in order to compare plans and prices side by side on GoHealthInsurance.com.

Direct Enrollment Launch

One of GoHealth's monumental achievements during open enrollment was its launch of direct enrollment on November 25, making it the first private entity capable of signing up Americans across the country in subsidized health insurance plans under the Affordable Care Act. This breakthrough gave Americans an alternative channel to obtain affordable health coverage at a time when many of them faced difficulties enrolling in a health plan.

“It is both rewarding and humbling to hear from consumers who enrolled through GoHealth – many of whom were previously uninsured due to financial barriers or pre-existing conditions,” said Brandon Cruz, president of GoHealth. “GoHealth remains committed to connecting individuals and families with quality health insurance and giving them more control over their health care decisions.”

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.