



GoHealth Explains How To Enroll In Health Insurance in 60 Minutes

March 24, 2014

Chicago, IL (March 24, 2014) – As consumers across the country rush to sign up for health insurance before the March 31st enrollment deadline, GoHealth explains how to save time and money while shopping for a health plan under the Affordable Care Act. GoHealth powers the private online exchange GoHealthInsurance.com. It is known for simplifying the shopping process and connecting consumers with brand-name, affordable coverage.

GoHealth recommends shoppers follow the steps below to buy health insurance in less than an hour.

Twenty-five minutes: Determine your budget and needs

Prior to shopping for health insurance, establish a budget and access your medical needs. Discuss priorities like costs and benefits with other stakeholders who'll be on your plan, like a spouse. Understanding what you can afford and what benefits you'd like will make it easier to narrow down your coverage options.

Two minutes: Find out if you qualify for savings

Many people are unaware that under the new health care law, there are tax credits available that lower the cost of health insurance. Use an online tax subsidy calculator to estimate possible savings in an instant.

Ten minutes: Compare plans online

Visit an online exchange to compare qualified health plans side by side. Comparison software will allow you to view prices and benefits of several plans at once. It is worth using a private exchange like GoHealth because you'll likely find more coverage options than on the government exchanges.

Twenty minutes: Enroll with a licensed advisor by phone

Licensed insurance advisors can walk you through the enrollment process and recommend health plans that fit your budget and needs. It is important to know the distinction between a licensed advisor and a government exchange navigator. Only licensed advisors can offer plan recommendation. Licensed advisors are trained to help you pick the right plan, save you money and simplify the enrollment process.

"Shoppers have access to free professional advice and ten years of experience in the insurance industry, so there's no reason to go through the enrollment process alone," says Michael Mahoney, senior vice president of consumer marketing at GoHealth. "GoHealth's software lets consumers compare plans side by side and our team of advisors is instantly accessible by phone to make the shopping process quick and easy."

Under the Affordable Care Act, virtually all Americans must enroll in health insurance by March 31 or face a tax penalty. For more information or to shop for coverage, please visit www.GoHealthInsurance.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.