



## GoHealth Busts Myth that Health Insurance Is Too Expensive

March 20, 2014

With only 12 days left to enroll in a major medical health plan, GoHealth is raising awareness about available tax subsidies that can save eligible Americans thousands of dollars on health insurance. GoHealth is a leading private online exchange for individuals and families to shop and compare health insurance plans. It became the first private exchange to successfully enroll consumers in subsidized plans, under the Affordable Care Act.

An alarming survey from BankRate.com found that one third of uninsured Americans are not signing up for health insurance, mostly because they feel it is too expensive. However, 70 percent of uninsured Americans are reportedly unaware that new federal tax subsidies can significantly lower the cost of coverage. Eligible Americans can instantly apply these tax subsidies to their monthly premiums and some Americans are eligible for cost-sharing reductions that can substantially reduce the cost of deductibles, copayments, coinsurance and total-out-of-pocket spending.

"Our consumers are paying less than they thought was possible for health insurance," said Brandon Cruz, president of GoHealth. "GoHealth's licensed insurance advisors are trained to inform shoppers of every money-saving opportunity, and many consumers are shocked to learn that they're eligible to save hundreds or even thousands of dollars on coverage."

In August, GoHealth confirmed a Web-Broker Entity agreement with the U.S. Department of Health and Human Services (HHS) and Centers for Medicare and Medicaid Services (CMS) enabling GoHealth to calculate tax subsidies and apply the savings directly to consumers' health plans. With this agreement and GoHealth's breakthrough enrollment platform, GoHealth is connecting individuals and families across the country with affordable coverage.

Perry Bonner, a social worker in Michigan, recently learned he could afford coverage for the first time in more than a decade. "After connecting with a licensed insurance advisor from GoHealth, I learned that I was qualified for a tax subsidy that saves me \$380 every month," said Bonner. "It's an incredible feeling knowing that if I get injured or become ill, I'm covered."

Eligibility for lower costs on health insurance depends on household income and size. The lower a household's income, the more financial assistance it may receive.

To be eligible for financial assistance you must:

- Not be eligible for Medicare, Medicaid or affordable employer-sponsored health insurance.
- Enroll in a major medical health insurance plan by March 31.
- Have a household income between one and four times the federal poverty lines (\$23,550 to \$94,200 for a family of four \$11,490 to \$45,960 for individuals)

"We urge our consumers to keep in mind that once March 31 passes, the opportunity to save this year will be gone," added Cruz.

Consumers can find out their savings using GoHealth's Tax Subsidy Calculator at <https://www.gohealthinsurance.com/subsidy>. For more information or to shop for coverage before open enrollment ends, please visit [www.GoHealthInsurance.com](http://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.