GoHealth Provides Clarity Surrounding Feb. 15 Health Insurance Enrollment Deadline

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Chicago, IL (February 10, 2014) – An important health insurance enrollment deadline is days away and many Americans across the country are unaware of this crucial date, Feb. 15, 2014. GoHealth, the nation's leading online private insurance exchange for individuals and families, is clearing up the confusion to help Americans understand important dates during open enrollment.

Under the Affordable Care Act, Americans must enroll in a health insurance plan by Feb.. 15 in order for their benefits to begin by Mar. 1. Individuals who miss the deadline will have to wait longer – up to six weeks – for their coverage to take effect. The mid-month deadline continues throughout open enrollment, and virtually everyone must purchase a health insurance plan by the end of open enrollment on Mar. 31, 2014 or pay a tax penalty.

GoHealth prides itself in making the complexity of health insurance easy for individuals to understand. Take a look at the chart below for a breakdown of the important dates in the remainder of open enrollment.

If you enroll in a health insurance plan between: Your coverage can begin:
Jan. 16 – Feb. 15, 2014 Mar. 1, 2014
Feb. 16 – Mar. 15, 2014 Apr. 1, 2014
Mar. 16 – Mar. 31, 2014 May 1, 2014

"Americans should start shopping for health insurance plans now, so they have time to make informed decisions ahead of these quickly-approaching deadlines," said Michael Mahoney, Senior Vice President of Consumer Marketing at GoHealth. "We strongly suggest talking with licensed experts, like GoHealth Insurance Advisors, who can recommend plans based on people's budget and needs and enroll them in affordable plans before it's too late."

Tips to remember amid upcoming deadlines:
• Your first monthly premium must be paid before your insurance benefits can take effect.
• Remember to enroll before the 15th day of the month and pay your premium so your coverage can begin on the first day of the following month.
• Mar. 31 is the last day to enroll during open enrollment to avoid having to pay a tax penalty.
• If you fail to enroll in a health plan before the final deadline, you will likely have to wait until Oct. 2014 to enroll in a qualified health insurance plan.

To arrange an interview with GoHealth, contact Anna Brodetsky of 5W Public Relations at (646) 430-5146.

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.