



GoHealth Launches New Platform Allowing Local Agents to Directly Enroll Americans in Subsidy-Eligible Health Insurance Plans

February 4, 2014

“Chicago, IL (February 4, 2014) – GoHealth was the first private exchange to open direct enrollment, the first to offer a mobile-optimized shopping experience, and now it is the first to bring its direct enrollment system to local agents. This system, GoHealth Marketplace, allows licensed insurance agents across the country to leverage GoHealth’s technology and status as a Web-Broker Entity, enabling agents to instantly quote rates, calculate tax subsidies and enroll Americans in health insurance plans under the Affordable Care Act. By bringing GoHealth Marketplace to independent agents and brokers nationwide, Norvax, a GoHealth company, is furthering its mission of helping Americans find the best health plans to suit their needs – now with the help of their local health insurance advisors.

In August, GoHealth confirmed a Web-Broker Entity agreement with the Department of Health and Human Services (HHS) and Centers for Medicare and Medicaid Services (CMS), allowing the company to calculate tax subsidies and enroll consumers in health plans created by the new health reform law. Now, GoHealth is extending those capabilities to independent agents across the country.

Local health insurance agents can utilize GoHealth Marketplace, a comprehensive broker tool, to offer clients on-exchange, subsidy-eligible plans in federally-facilitated marketplace states. GoHealth Marketplace will also help agents manage customer relationships, quote plans in 50 states, and enroll Americans in on-exchange plans in 36 states. GoHealth Marketplace streamlines the enrollment process to create a better experience for both the insurance agent and individual.

“GoHealth launched direct enrollment in November and now we’re bringing the tools and technology to your local agent,” said Clint Jones, CEO at GoHealth. “Local agents have a tremendous amount of product knowledge and you may already have a local agent who you trust with your health insurance decisions. Those same local agents will now be able to enroll consumers in subsidy eligible and non-eligible plans by leveraging the GoHealth platform. Whether you want to shop and compare online, over the phone, or through your local agent, GoHealth can help you find the right insurance plan for you and your family before the March 31st deadline.”

To learn more about GoHealth Marketplace, visit www.Norvax.com/Marketplace. For media inquiries contact Anna Brodetsky, 5WPublic Relations, at (646) 430-5146 or ABrodetsky@5wpr.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.