



GoHealth Offers Easy-to-Understand Advice to Help Consumers Enroll in Health Insurance

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Chicago, IL (January 21, 2014) – GoHealth, the nation's leading private insurance exchange for individuals and families, shares pointers for saving money and enrolling in health insurance under the Affordable Care Act.

GoHealth's tips:

- Find out if you are eligible to save money
- Explore and compare your options
- Remember the 15th

Find out if you are eligible to save money

Depending on income and household size, you may qualify for federal subsidies that make health insurance more affordable. Many Americans don't realize they can contact select agents and Web-Brokers, to find out if they are eligible for tax subsidies that lower the cost of health insurance. These select private companies have agreements with the government that allow them to gather official eligibility for tax credits. "I suggest that people enroll through a marketplace like GoHealthInsurance.com that allows them to apply their subsidy right to their premium so more cash stays in their pocket," says Brandon Cruz, President of GoHealth.

Explore and compare your options

You can find more coverage options if you look beyond government exchanges, because some top health insurance companies have chosen not to sell their plans on state and federal exchanges. Shoppers will also notice that all qualified health plans for 2014 offer the same 10 essential health benefits, but you need to pay close attention to the various costs and additional benefits of each plan. Thankfully, free comparison software exists to help you compare plans side by side, and licensed insurance advisors can recommend plans for your individual situation free of charge. "It is crucial to explore your options, compare plans, and seek expert advice before making such a big decision" says Cruz.

Remember the 15th

As open enrollment continues, remember the number 15 to keep track of deadlines. You must enroll by the 15th of the month, if you want your insurance to start on the first day of the next month. "Deadlines are imperative when it comes to being covered in 2014. For example, if you miss February's deadline by one day and enroll on February 16th, the earliest your coverage can start is April 1st," says Michael Mahoney, Senior Vice President of Consumer Marketing at GoHealth. "More importantly, if consumers do not purchase a plan by the end of open enrollment on March 31st, they may face a fine."

To interview one of GoHealth's executives or for additional enrollment advice for a news story, call Anna Brodetsky of 5W Public Relations at (646) 430-5146. You can also visit www.GoHealthInsurance.com for more information or to shop for a 2014 plan.

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.