



GoHealth Launches Mobile Site, Making Health Insurance Shopping and Enrollment More Convenient for Consumers Nationwide

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Chicago, IL (January 15, 2014) – GoHealth, a private online health insurance marketplace, has launched its mobile-friendly website, making it the only leading marketplace for tax credit eligible health insurance plans that is optimized for mobile devices. With young people a primary target to get enrolled under the Affordable Care Act, the launch of GoHealth's mobile site gives Americans a convenient way to get coverage during open enrollment which ends March 31. Consumers can use the mobile site today, January 15, which is the enrollment deadline for coverage that begins February 1.

According to a 2013 survey from the Pew Research Center, one in five Americans use their phones as their primary method to access the Internet, and young Americans are among the people most likely to be in this group. Since the discussion about the future of health insurance stability has always centered on young Americans, GoHealth developed technology to engage them where they already spend time – on mobile devices.

"We saw a need to better serve this population, so we created a trusted mobile site that makes obtaining coverage more accessible for Americans across the country," said Clint Jones, CEO of GoHealth.

The mobile site is an important tool because of the high prevalence of smartphone use among young people. About half of cell phone users between the ages of 18-29 use their phones as their primary Internet device, according to the Pew Research Center survey. "We all know what a crucial role young invincibles play in the success of the new health insurance system," added Jones.

GoHealth is required by law to offer health plans at the same price as HealthCare.gov, but GoHealth is unique with its mobile capabilities and licensed insurance advisors that make the shopping and enrollment process accessible and consumer-friendly.

"Consumers are now able to have all of their health insurance questions answered on the go and for free in a matter of clicks," said Brandon Cruz, President of GoHealth. "Our new mobile-friendly site allows consumers to enter basic information to view details and prices of plans offered to them and enroll in quality, affordable health insurance – all with a few clicks on their phone."

For more information or to try GoHealth's mobile friendly site visit <https://www.gohealthinsurance.com/mobile/>.

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.