



## GoHealth Signs Agreement With H&R Block to Provide Health Insurance Marketplace Platform to Consumers Nationwide

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CHICAGO, IL—(Marketwired – Sep 4, 2013) – Chicago-based [GoHealth](#) LLC is pleased to announce an agreement with H&R Block to develop an H&R Block-branded service integrated into the tax preparation company's offerings that allow clients the option of purchasing their health care insurance online.

The co-developed solution will help clients understand their health care coverage options, select the plan that best fits their needs, and enroll in coverage while applying for the advance tax credit. H&R Block customers will have the ability to shop for and enroll in a plan online, over the phone, and in-person in some H&R Block retail locations.

For GoHealth, the integration with H&R Block is another step in the company's mission to help individuals and families obtain the right health insurance coverage.

"This partnership is a natural fit," said GoHealth CEO Clint Jones. "Both companies are able to provide consumers service online or the option to work with trained professionals to help simplify subjects that can be confusing — taxes and health insurance."

Starting October 1, the Patient Protection and Affordable Care Act (ACA) allows consumers to apply for health insurance with government subsidies through Advance Premium Tax Credits (APTC) and Cost Sharing Reductions (CSR) based on their household size, income level, and other factors.

As both advance tax credits and the penalty for not obtaining qualified health insurance coverage directly relate to taxes, consumers stand to benefit by greater cooperation between companies in the tax and health insurance fields.

"This first-of-its-kind integration was designed by experts from the tax and health insurance fields," added GoHealth President Brandon Cruz. "It allows consumers to easily understand their options and select the best plan that meets both their health care coverage and tax benefit needs."

This newly created intersection of taxes and health care is important to a number of Americans looking to determine their subsidy eligibility for 2014. A recent [Kaiser Family Foundation](#) study projected that nearly half of all consumers buying their own insurance would be eligible for a tax credit.

Through the H&R Block service, consumers can determine their subsidy eligibility and enroll in health insurance even if they are not subsidy eligible. Expanding the service offering to all clients allows anyone potentially affected by the January 1<sup>st</sup> 2014 health insurance mandate to determine eligibility and obtain coverage all within one platform.

### 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.