



GoHealth Confirms Web Broker Entity, Agent Agreements With U.S Government

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CHICAGO, IL—(Marketwired – Aug 19, 2013) – GoHealthInsurance.com, the nation's most complete health insurance marketplace and leading online exchange for individuals and families to compare health insurance quotes, today confirmed that it had reached an agreement to aid the U.S. government with health insurance enrollment for millions of tax-subsidy eligible Americans. This agreement with The Centers for Medicare & Medicaid Services (CMS) will enable the company to enroll millions of eligible consumers in qualified health plans through GoHealthInsurance.com by leveraging the Federal data hub behind the Federally-Facilitated Marketplace (FFM).

A separate Individual Marketplace Agreement reached with CMS relates to the FFE integration and the enrollment of consumers on GoHealthInsurance.com in qualified health plans (QHPs) through the Federally-Facilitated Health Insurance Exchange (FFE). These agreements clear the way for GoHealth's integrated shopping experience for consumers looking to enroll in health insurance plans.

Many Americans will be purchasing health insurance for the first time under the new health reform, and GoHealth's extensive background and expertise in both online and offline health insurance sales gives them a unique advantage.

"Our combination of online and offline sales and support from thousands of licensed insurance advisors across the country allows us to help even those who aren't as Internet savvy enroll in the best health insurance plan for them in a manner that's both quick and easy," said Clint Jones, CEO of GoHealthInsurance.com.

During the negotiations leading up to the agreement, GoHealth and CMS have been working to integrate both entities' technology systems to ensure that both are ready for the influx of new health insurance shoppers come October 1st.

GoHealth will also offer off-exchange and ancillary products that are not available on the federal site allowing many consumers more choice through this marketplace than the federal exchange alone.

"We are pleased that the agreement with CMS allows us to integrate every single qualified health plan offered on the federal marketplace into our platform along with off-exchange plans offered by major health insurers," said Brandon Cruz, President of GoHealthInsurance.com. "This expanded combination of products, backed by the needs analysis processes built into our technology and support centers, means greater choices and a better shopping experience for the consumer."

This integration additionally gives consumers who do qualify for subsidies the ability to apply those subsidies to their premiums immediately on GoHealthInsurance.com as opposed to getting a refund at a later date.

GoHealth has plans to offer health insurance plans in all 50 states including the 14 states and DC that do not currently leverage the FFM.

"With over 10 years of experience building technology for national and state-based entities, I'm confident that we can help these remaining states solve the specific state-based issues they are facing as they work to meet the October 1 deadline for open enrollment," commented Jones. "It's just another step in our mission to help consumers get answers, get help, and get coverage."

GoHealth has been recognized as one of the 100 Best Workplaces in Chicago and received Chicago's 101 Best and Brightest Companies award from the National Association of Business Resources, along with appearing on the Inc. 500's Fastest Growing Companies in America list.

For additional information on this web broker agreement, please visit www.gohealthinsurance.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.