

With their Experienced Health Advisors, GoHealth Insurance and their GoHealthInsurance.com website are Helping Insurance Shoppers Connect with Health Insurance Carriers in All Fifty States around the United States

**Financial
 Insurance
 Healthcare
 (Private)**



Clint Jones
Chief Executive Officer

CEO BIO:

Chicago-based entrepreneur Clint Jones is the Chief Executive Officer of GoHealth, a health insurance technology company that's shaping its industry at this very moment.

Jones got his start by founding GoHealth (formerly known as Norvax) in 2001 with Brandon Cruz, a fellow graduate from Miami (Ohio) University. In the beginning, Norvax offered web solutions to small and medium-sized businesses. Jones then led his fledgling company into the health insurance industry, where he set out to change the way health coverage was

bought and sold in the individual market. His company then built the industry's first nationwide multi-carrier quote engine, agent CRM tool and online consumer resource to help shoppers buy health insurance.

As CEO of a company with over 165 employees, Jones's acumen for sales and building business relationships has made GoHealth what it is today – the fastest growing health insurance technology firm in the U.S. that's helped almost 30 million people shop and purchase coverage. Jones has a double major in marketing and management information systems from Miami University..

Company Profile:

GoHealth and its customer-facing website GoHealthInsurance.com is a health insurance technology platform, working with over 100 health insurance carriers and more than 10,000 licensed agents across the United States. Since the Company's founding in 2001, the GoHealth platform has helped nearly 30 million Americans shop and purchase health coverage. GoHealth, based in Chicago, Illinois, was recently named in the top 100 best workplaces in Chicago by the Chicago Tribune and is one of Inc 500's fastest growing companies in America.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Jones, what is the background on GoHealth?

Mr. Jones: GoHealthInsurance.com is about a ten year old company founded by a business partner and I

out of college in 2001. We are a technology platform that helps insurance shoppers in the health insurance space connect with health insurance carriers in all fifty states around the country.

CEOCFO: What is special about GoHealth? What sets you apart in how you present your offering?

Mr. Jones: Our technology allows consumers to research and shop for health insurance in a variety of different ways. Opposed to just going online, reviewing a set of quotes and navigating, we have about 10,000 licensed insurance professionals around the country that, if a consumer would like to get more information from a local advisor, we will connect them to that person in their neighborhood. Because insurance is such a state-by-state or county-by-county driven product, having the knowledge with a localized person is very special for us and it is something that nobody else really offers.

CEOCFO: How is health insurance different within the states?

Mr. Jones: Typically, carriers set different ratings down to the zip code. They have a great deal of different information they use to set different price points on plans by zip code, based on the demographic and other information they have. You also have to look at the hospital networks. What every hospital network that your plan offers in a particular market or county might be different four counties away. Many consumers do not understand that and if they have a particular doctor they are trying to go to that is not in the network of the plan they have chosen, they are going to be upset.

Therefore, many times, there is a local advisor, or somebody that really understands what is going on with that plan, to help navigate the consumers through that process and make sure they made the best decision for themselves and their family.

CEOCFO: Has the percentage of people who are looking for a local person changed over the time you have been offering that service?

Mr. Jones: You have to look at different demographics. I would say that in the older population, especially in the Medicare post sixty-five world, it seems that many people are more comfortable dealing with somebody local. Typically, you see people under forty five years of age who are very comfortable using the internet and buying online, or leveraging an 800 number where they can call somebody at a call center or a sales center and ask those questions. Usually what it comes down to is they have picked a plan, they just want to have a "comfort feeling" to tell them that this is the plan they have chosen, this is the reason they have chosen it, and that it is the right choice. Somebody on the other end of the line will go through that option so they know that it was the right option and the doctor that you would like to go to is in that network and everything is confirmed.

CEOCFO: Do many people look for a plan that is used by a specific doctor?

Mr. Jones: That is one of the big drivers. Let's say that one has been going to a certain doctor for several years, or females that have a certain OBGYN they deal with. They want to make sure that doctor is covered with a plan or in that network so their out-of-pocket expenses are not higher. Typically, that is a big thing and the same thing with certain specific medications.

CEOCFO: How do you reach potential customers; is it strictly online search or are there other methods you are using as well?

Mr. Jones: Yes, online search is a very big portion of what we do. We

also leverage radio and are entering the Direct TV space as well but most of the consumers that we service are actively out there searching on Google or other search engines for health insurance or Medicare products and we leverage that traffic in the searches to find our sites. We present information that we think is very relevant based on stats and things we gathered over the next several years to help display and navigate consumers down the right path until they have questions and once they have questions we will connect them with the right person to meet their needs.

CEOCFO: How do you ensure the site is really user friendly?

Mr. Jones: There are two main models we employ. We do split testing and looking at user behavior, click rates, time spent on the site. The sec-

People want to make sure they are making the right decision, and if you think about the product you are purchasing, outside of your mortgage or car payment, your healthcare is probably the second, third or fourth biggest expense you have in your household. It also covers illness and prescription medications and doctor visits. Our job at GoHealth is to find the best health advisors out there that have good customer service ratings and we get good feedback from the consumers being serviced. - Clint Jones

ond would be customer surveys. You would be amazed to see our survey responses, which are very high, and people are very willing to get feedback. Many times, once we are talking to somebody on the phone about a plan, at the end of the phone call, we will ask a few simple questions and leverage that data to make changes to the site and make it more user-friendly. Our belief is that you can never be friendly enough, so we are constantly adding different elements and testing different features on the site. We watch the common reaction of the consumers and see if it works for them.

CEOCFO: Are there any types of insurance or carriers that you are not working with now which you would like to include in the mix?

Mr. Jones: Not really, we have stayed pretty focused on a subset of insurance products within healthcare, and that is both what we consider under sixty-five years of age in the major medical space, and then over sixty-five in the Medicare Advantage and Medicare supplement space. We leverage and partner with the top brands and the best carriers in the space. We are focused on providing that easy access and inventory to those leading providers.

CEOCFO: Are there any unusual types of insurance specialties that people may not know exist?

Mr. Jones: Sure; what we have seen is there are a suite of products that have popped up. They have been around for years, but I would say over the past three years, they have become more popular in what is considered the ancillary insurance products and that is going to be accident coverage, critical illness coverage, disability, specialty products. As premiums go up, the way to keep your costs down is to get a higher deductible health plan. You might buy a \$7500 deductible health plan, but not many consumers have that kind of cash. If you twist or break your ankle and have to go to the emergency room, there is a pretty big gap in coverage there from the cost,

so with an accident plan, you can buy a \$10,000 accident policy for maybe \$35 or \$40 a month that would give you cash if you had an accident. Those are the kind of specialty products becoming more popular within the individual health plan.

CEOCFO: How do you prepare for what is likely to be very chaotic with the impending implementation of the healthcare mandate?

Mr. Jones: If I look at our business, we have two real customers. The first customer is going to be the individual insurance shopper or family for healthcare, and with the mandate, you have somewhere between forty or fifty million people that do not have coverage today and are going to be required to buy coverage. We see the need for trusted advisers to help

those folks through the system and answer questions, so we are preparing for a big push of people starting in mid 2013 to be out there shopping for insurance. We have to scale up and provide easy to use tools that help them research and buy the right product. On top of that, our other customers would be insurance carriers and they are changing their health plan and are required by the government to provide certain benefits and different things within their plan; therefore they also need help from us to enroll new members and find customers for them. The distribution of health insurance is changing; you are going to have the exchanges pop up and the exchanges are also going to need traffic and members going through them to be successful. There are many different areas that we are positioned to help consumers connect with the right health plan moving forward.

CEO CFO: Regarding trusted advisors, given human nature, why do you think people will believe insurance agents or information on a website selling insurance?

Mr. Jones: Many insurance agents, or even the word, has a bad reputation. The reality is, there are many consumers that just need a little bit of help. People want to make sure they are making the right decision, and if you think about the product you are purchasing, outside of your mortgage or car payment, your healthcare is probably the second, third or fourth biggest expense you have in your household. It also covers illness and

prescription medications and doctor visits. Our job at GoHealth is to find the best health advisors out there that have good customer service ratings and we get good feedback from the consumers being serviced. We have a story system in-house which, if there is bad feedback, we will remove agents from our platform. The reverse is true too, where if there is good feedback, we will give those agents higher star ratings and allow them to serve more people that come to our platform.

CEO CFO: Do you work with the agents directly as far as revenue model or with the specific carrier rather than the agent?

Mr. Jones: It depends on the carrier and the relationship, but we do a combination of both. It really depends on what the carrier requires and how they are set up.

CEO CFO: How is business these days?

Mr. Jones: Business is great! Many things have happened over the past twelve months. I think that for about four months leading up to the June ruling with the Supreme Court, there were not many decisions being made. We are in a good position to help a great deal of people.

CEO CFO: Why should investors put GoHealth on the radar screen?

Mr. Jones: Obviously, there is a great deal of opportunity within the marketplace for us to continue to grow throughout the next several years and beyond that. If you are

looking for insurance, we have the ability to allow consumers in one area to look at multiple carriers, plans in the state people reside in, and ultimately with a phone call or an appointment, consumers can have a trusted advisor speak with them about their particular needs. On top of that, we are in the process of building out a defined contribution platform that will allow groups of one hundred lives and below enter the defined contribution space. What that means is that opposed to paying a percentage of the premium that is going to increase month over month and year over year, employers now have the ability to fund a certain dollar amount to other employees. Now the employees will be able to go out and shop in the open market with that money to purchase a plan. Here we offer one plan for our employees and the biggest complaint we get from them is they would rather work with a different carrier as opposed to the one we have. With the defined contribution program, we would have the ability to allow our employees to choose up to fifteen or twenty carriers that best suited their needs.

CEO CFO: What should people remember most about GoHealth?

Mr. Jones: The biggest thing I want to leave you with is our ability to help drive the change that is going to happen in the healthcare system over the foreseeable future and make it as efficient as possible and help to drive down costs.

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